



Journal of General Internal Medicine

Official Journal of the Society of General Internal Medicine

ADVERTISING RATES

B&W Rates:	1 TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	\$896	\$869	\$852	\$833	\$806
1/2 pg	\$597	\$580	\$568	\$555	\$538
1/4 pg	\$381	\$370	\$363	\$354	\$343

CLASSIFIED RATES

1 pg	\$870	\$844	\$824	\$809
1/2 pg	\$575	\$558	\$546	\$535
1/4 pg	\$345	\$335	\$328	\$321

COLOR CHARGES

	Standard	Matched	4-Color
	\$800	\$850	\$1150

Full color charges also apply to fractional pages.

Bleed: no charge.

ONLINE ADVERTISING

Please contact your sales representative or one of the following for more information about online advertising opportunities.

Scott L. Marshall
Senior Advertising Sales Manager
(212) 620-8405
scott.marshall@springer.com

INSERTS

2-Page Insert	2 x earned b&w rate
4-Page Insert	4 x earned b&w rate
Larger Units	# of pages x earned b&w rate

COVER AND PREFERRED POSITIONS

Second Cover	35% over earned b&w rate
Third Cover	15% over earned b&w rate
Fourth Cover	50% over earned b&w rate
Other specified	10% over earned b&w rate

- Premium over earned b/w page rate. Non-cancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

PAYMENT TERMS

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

MECHANICAL REQUIREMENTS

Ad sizes in Inches	Width	Depth
Full Page	7	10
1/2 Page Vertical	3 1/4	10
1/2 Page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spread	15	10

Bleed : Plate size: 8 1/2" X 11 1/4".

Trim size: 8 1/4" X 11".

- Keep live matter at least 1/4" from all sides.
- On 2-page spread 1/8" on the outside and 1/4" in the gutter will trim off.

Paper stock within journal:

- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

Type of Binding: Perfect

Halftone: 133

Printing Process: web

INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8 1/2" X 11 1/4".

Four-page insert: 17" X 11 1/4" (before folding). Keep live matter 1/4" from trim.

Stock weight: Maximum 80 # gloss.

Quantity: Amount from "total circulation" plus 10% "additional". It is recommended that the advertiser contact Corporate Advertising, however, in case an issue has a larger print run.

Closing date: Same as ad closing date.

PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format.

REPRESENTED

Leonard Media Group
Attn: Megan Lee
415 Horsham Road
PO Box 220
Horsham, PA 19044
Tel: 215 675-9133 ext 212
Fax: 215-675-9376
E-mail: megan@leonardmedia.com





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CLOSING DATES

Issue	Closing date
January	November 23, 2009
February	December 24, 2009
March	January 22, 2010
April	February 19, 2010
May	March 22, 2010
June	April 26, 2010
July	May 24, 2010
August	June 21, 2010
September	July 26, 2010
October	August 23, 2010
November	September 20, 2010
December	October 25, 2010

Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

ADDRESSES

Advertising material with color prints should be sent to:

Springer Corporate Sales
Attn: Advertising Sales Coordinator
233 Spring St., 6th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com

Inserts should be sent to:

Journal of General Internal Medicine
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:

Leonard Media Group
Attn: Megan Lee
415 Horsham Road
PO Box 220
Horsham, PA 19044
Tel: 215-675-9133 Ext. 212
Fax: 215-675-9376
E-mail: megan@leonardmedia.com

BONUS DISTRIBUTION CALENDAR

Issue	Meeting	Deadline
April	Society of General Internal Medicine	2/19/10
April	Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)	2/19/10
September	American College of Surgeons	7/26/10

Please contact Springer Advertising for more information on possible Bonus Distribution

CIRCULATION AND DEMOGRAPHICS

Circulation: 4,500
Readership: Physicians specializing in internal medicine and its subspecialties, including cardiology, endocrinology, gastroenterology, hematology, nephrology, infectious diseases, oncology and neurology.
Impact factor: 2.720

GENERAL INFORMATION

Frequency: Monthly

Established: 1986

The *Journal of General Internal Medicine* is the official journal of the Society of General Internal Medicine. It promotes improved patient care, research and education in primary care, general internal medicine, and hospital medicine. Its articles focus on topics such as clinical medicine, epidemiology, prevention, health care delivery, curriculum development, and numerous other non-traditional themes, in addition to classic clinical research on problems in internal medicine.

Co-Editors-in-Chief: Mitchell Feldman, M.D.
and Richard Kravitz, M.D.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.

SUBSCRIPTION INFORMATION

Volume: 25, 2010
Institutional rate: \$559
Personal rate: \$419
To subscribe, please call 1-800-777-4643.