

# 2010/11 Media Kit



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North Carolina  
**MEDICAL JOURNAL**  
*a journal of health policy analysis and debate*

# North Carolina MEDICAL JOURNAL

*a journal of health policy analysis and debate*

Six times a year, the *North Carolina Medical Journal* reaches more than 30,000 readers—making it the most widely distributed North Carolina-based, health-focused journal in the state.

## CIRCULATION

**Total Circulation**  
36,000

**Annual Web Traffic**  
600,000+ hits

**Subscription Rates**  
Individual: \$42.80  
Institution: \$64.20

## TARGET MARKET

The *North Carolina Medical Journal* targets health professionals and health-interested citizens in North Carolina. Some of our readers include the members of:

NC Association of Pharmacists  
NC Academy of Physicians Assistants  
NC Health Care Facilities Association  
(nursing home administrators)  
NC Medical Society (physicians)  
NC Nurses Association  
NC College of Internal Medicine  
NC Dental Society  
NC Free Clinic directors  
NC State Officials (Governor's Office,  
Lieutenant Governor's Office, Council of  
State)

NC Department of Health and Human  
Services Division Directors  
NC General Assembly members  
(all NC legislators)  
NC Congressional delegates  
NC Hospital Association members  
(hospital administrators)  
NC Public Health Department directors  
NC Department of Social Services directors  
NC Mental Health Agency directors  
NC Community Health Center directors

## DEADLINES

The *North Carolina Medical Journal* is published six times a year.

January/February	March/April	May/June
July/August	September/October	November/December

**Insertion Orders** are due by the first day of the first month of publication:

January 1	March 1	May 1
July 1	September 1	November 1

**Advertising Materials** are due by the fifth day of the second month of publication:

February 5	April 5	June 5
August 5	October 5	December 5

## CONTACT INFORMATION

### ADVERTISING SALES AND ACCOUNT MANAGEMENT

**Phyllis Blackwell**  
Assistant Managing Editor  
919/401-6599 ext. 27  
phyllis\_blackwell@nciom.org

**North Carolina  
Institute of Medicine**  
630 Davis Drive, Suite 100  
Morrisville, NC 27560  
Fax: 919/401-6899  
ncmedj@nciom.org

## DISPLAY ADVERTISING RATES

Size and placement	4-color black & white	Number of insertions			
		1+	3+	6+	12+
Back cover	4-color	\$3500	\$3350	\$3200	\$3000
Inside front	4-color	\$3250	\$3100	\$2950	\$2750
Page 1, 2, 3, 4	4-color	\$3100	\$2950	\$2800	\$2600
Inside back	4-color	\$3000	\$2850	\$2700	\$2500
Full Page	4-color	\$2650	\$2500	\$2350	\$2150
	black & white	\$2100	\$1950	\$1800	\$1600
2/3 page	4-color	\$2300	\$2150	\$2000	\$1800
	black & white	\$1750	\$1600	\$1450	\$1250
1/2 page	4-color	\$2100	\$1950	\$1800	\$1600
	black & white	\$1550	\$1400	\$1250	\$1050
1/3 page	4-color	\$1700	\$1550	\$1400	\$1200
	black & white	\$1150	\$1000	\$850	\$650
1/4 page	4-color	\$1500	\$1450	\$1300	\$1100
	black & white	\$950	\$900	\$750	\$550

Advertising rates effective January 1, 2008

The above are net rates and priced per insertion.

## CLASSIFIED AD RATES

The Journal welcomes classified advertisements, but reserves the right to refuse inappropriate subject matter. Cost per placement is \$60 for the first 25 words and \$1/word thereafter. For border add \$75 to total cost. Submit copy to [ncmedj@nciom.org](mailto:ncmedj@nciom.org); fax: 919/401-6899; mail: *North Carolina Medical Journal*, 630 Davis Drive, Suite 100, Morrisville NC 27560. Include phone number and billing address, and indicate number of placements, if known.

**“You have  
created a  
Journal that  
deserves a  
National  
readership  
—and is a  
conscience of  
the profession!”  
— Robert Straus**

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## GENERAL TERMS AND CONDITIONS

The following are general terms and conditions governing advertising published in the *North Carolina Medical Journal*.

- 1 Announcement of any change in rates will be made at least four weeks in advance of the issue date of the first issue to which such rates will be applicable.
- 2 Advertisers may not cancel orders for advertising after the closing date.
- 3 The *North Carolina Medical Journal* is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- 4 The *North Carolina Medical Journal* reserves the right to reject or cancel any advertising for any reason at any time. Advertisements that simulate *North Carolina Medical Journal* editorial matter in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- 5 No conditions, printed or otherwise, appearing on contracts, orders or instructions which conflict with the provisions of this (*North Carolina Medical Journal*) media kit will be binding on the *North Carolina Medical Journal*. Except as otherwise specifically agreed, the publisher has the right to insert the advertising anywhere in the *North Carolina Medical Journal* at its discretion, and all advertising positioning/placement clauses or conditions (including page location, competitive separation or placement facing editorial copy) will be treated as requests only and cannot be guaranteed. The *North Carolina Medical Journal's* inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.
- 6 Payments are due within 30 days from the date of invoice. Invoices are rendered on or about the date on which the advertising is scheduled to appear.

## SUBMISSION OF MATERIALS

- 1 Insertion orders may be submitted via email, fax, or site delivery.
- 2 Display ads may be submitted via email or site delivery.
- 3 Electronically submitted display ads do not require a hard copy proof.
- 4 Include the name and phone number of the person who prepared the display ad.
- 5 Classified ads may be submitted via email, fax, or site delivery.

## Send insertion orders and ad materials to:

Phyllis Blackwell  
Assistant Managing Editor  
*North Carolina Medical Journal*  
630 Davis Drive, Suite 100  
Morrisville, NC 27560  
919/401-6899 fax  
phyllis\_blackwell@nciom.org

## ADVERTISING CONTENT AND FORMAT SPECIFICATIONS

**Available Ad Sizes:** Quarter, Third, Half, Full-page, Full-page with bleed

**Ad Specifications:**

**1/4 page vertical:** 3 1/4" x 4 1/2"

**1/4 page horizontal:** 6 3/4" x 2 1/4"

**1/3 page vertical:** 2 3/16" x 9 1/4"

**1/3 page horizontal:** 6 3/4" x 3"

**1/2 page vertical:** 3 1/4" x 9 1/4"

**1/2 page horizontal:** 6 3/4" x 4 1/2"

**Full page (no bleed):** 6 3/4" x 9 1/4"

**Full page (w/bleed):** 8 3/8" x 11" (bleed)  
8 1/4" x 10 7/8" (trim)  
6 3/4" x 9 1/4" (live area)

**Trim Size:** No larger than 8 1/4" x 10 7/8".

**Bleed Size:** Add an additional 1/8" to horizontal and vertical dimensions (trim size) for full bleeds.

**Printing:** Sheet-fed Offset, Saddle-stitch binding

**Paper stock - cover:** 80 lb. Text / gloss

**inside:** 50 lb. Text / gloss — #2 or #3 grade

**Screen:** 133 line screen

**Platform:** Macintosh®

**Acceptable Media:** CD or DVD

**Page Layout Software:** InDesign CS4 (or earlier) - single page documents  
Color: CMYK values set for process separation  
Note: Pantone™ colors may not match exactly to CMYK colors for magazine print.  
Pantone specified colors will be converted to CMYK

**Illustration Software:** Adobe® Illustrator™ CS4  
Color: CMYK mode; Black & White: Grayscale mode

**Image Editing Software:** Adobe® Photoshop™ CS4

**Fonts:** Macintosh® Type 1 Postscript only. No True Type or Multiple Master Fonts accepted.

**Color:** CMYK (PMS spot color or RGB not accepted)

**Supplied Images:** **Film:** 35mm transparency (slide) or 2 1/4 transparency (medium format) preferred, glossy print accepted; negatives will NOT be accepted under any circumstances.

**Digital:** 300 dpi @ 100% specified image size for ad in tiff file format

**Electronic file:** Preferred formats: tiff, eps or psd (**GIF, PUBLISHER, POWER POINT™ FILES NOT ACCEPTED**), jpg accepted but not preferred.

**Proofs:** Submitted color ads must be accompanied by a full-size color proof to guarantee color match on press. *North Carolina Medical Journal* cannot guarantee color match without an industry-standard Match Proof (Kodak or Fuji).

Black & White ads must be accompanied by a laser-printed copy from the supplied file.

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## PDF SUBMITTAL

**PDF Settings:** When creating your PDF, please include trim marks. Be sure to use a page size large enough to accommodate trim marks and any bleeds.

If you are using Acrobat Distiller 4.0 or above, choose the press optimized settings from job options.

If you are using Distiller 3.x choose the following settings from job options.

**General:** Compatibility: Acrobat 3.0

ASCII Format: Unchecked

Default Resolution: 2400

Default Page size: leave as is

**Compression:** Compress text and line art: Checked

Color & Grayscale Images: Downsample to 300 dpi and check automatic compression and set to ZIP/JPEG Low

Monochrome Bitmap Images: Downsample to 1200 and check Manual Compression and set to CCITT Group 4

**Font Embedding:** Embed all Fonts: checked

Subset fonts below: check and set to 99%

**Advanced:** Distill with Prologue.ps/epilogue.ps: checked

Convert CMYK to RGB: Unchecked

Preserve OPI: checked

Preserve Overprint: checked

Preserve Halftone Screen Info: checked

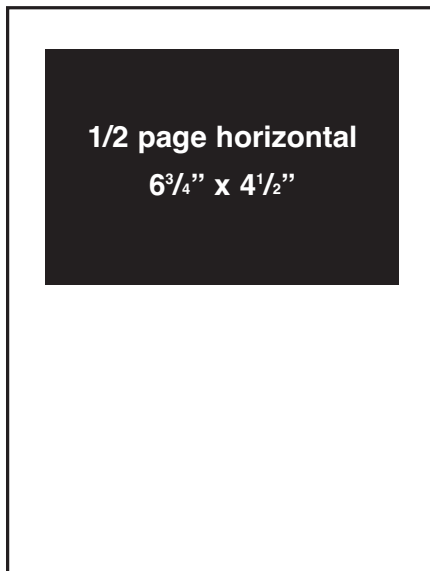
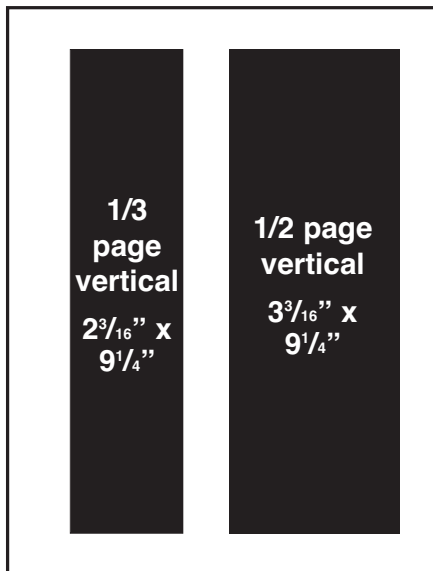
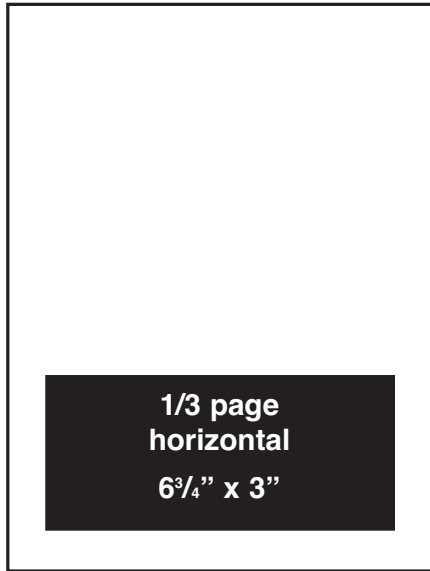
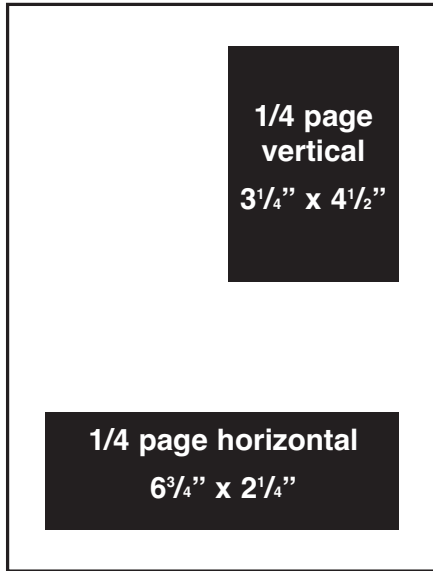
Apply Transfer functions

Preserve Under color removal

Color conversion: Unchanged

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## AD SIZES



# NORTH CAROLINA MEDICAL JOURNAL INSERTION ORDER FOR DISPLAY ADVERTISING

Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_

Agency Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Ad size: \_\_\_\_\_ Frequency: \_\_\_\_\_

Check all that apply: 4/color  B&W  Bleeds  Preferred Page Position \_\_\_\_\_ (see General Terms and Conditions page 4, number 5)

Format supplied: \_\_\_\_\_ Client supplied proof type: \_\_\_\_\_

Begin with \_\_\_\_\_ or first issue following.  
*Month/year*  
 Continue as per contract schedule (below):  
 Send NC Medical Journal electronic proof to: Advertiser \_\_\_\_ Agency \_\_\_\_ Both \_\_\_\_

UNIT RATE  
 (JOURNAL)  
 \$ \_\_\_\_\_

**INSERTIONS** (check all applicable)

YEAR	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC

Advertiser agrees to purchase advertising space in the *North Carolina Medical Journal* in the size, frequency, and rate shown above. The rate is based on the number of insertions indicated and will be adjusted if the Advertiser cancels before fulfilling that number. Cancellations, postponements, or changes must be received in writing the first day of the month preceding the month of publication. The Journal reserves the right to repeat previous insertion if changes, cancellations, or postponements are not received by that date. Advertiser agrees to remit within 30 days of receipt of the invoice all charges for each insertion. The invoice will be mailed at the time of publication, along with a copy of the issue in which the advertisement appears.

REMARKS \_\_\_\_\_  
 \_\_\_\_\_

**Please return to:**  
 Phyllis Blackwell  
 Assistant Managing Editor  
*North Carolina Medical Journal*  
 630 Davis Drive, Suite 100  
 Morrisville, NC 27560  
 919/401-6599 ext. 27  
 919/401-6899 fax  
 phyllis\_blackwell@nciom.org

APPROVED: \_\_\_\_\_  
*Signature of Advertiser/Agent*

APPROVED: \_\_\_\_\_

**NORTH CAROLINA MEDICAL JOURNAL INSERTION ORDER FOR CLASSIFIED ADVERTISING**

Date: \_\_\_\_\_

**Advertiser:** \_\_\_\_\_ **Contact:** \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

**INSERTIONS** (check all applicable)

YEAR	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC

Cost per placement is \$60 for the first 25 words and \$1 per word thereafter. For border add \$75 to total cost.

Copy is due by the fifth day of the publication month.

Payments are due within 30 days from date of invoice.

Email copy to [ncmedj@nciom.org](mailto:ncmedj@nciom.org); fax to 919/401-6899; or mail to *North Carolina Medical Journal*, 5501 Fortunes Ridge Drive, Suite E, Durham, NC 27713

NOTES: \_\_\_\_\_

\_\_\_\_\_

**AD COPY:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please return to:**  
 Phyllis Blackwell  
 Assistant Managing Editor  
*North Carolina Medical Journal*  
 630 Davis Drive, Suite 100  
 Morrisville, NC 27560  
 919/401-6599 ext. 27  
 919/401-6899 fax  
[phyllis\\_blackwell@nciom.org](mailto:phyllis_blackwell@nciom.org)

APPROVED: _____ <p style="text-align: center;"><i>Signature of Advertiser</i></p> APPROVED: _____
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