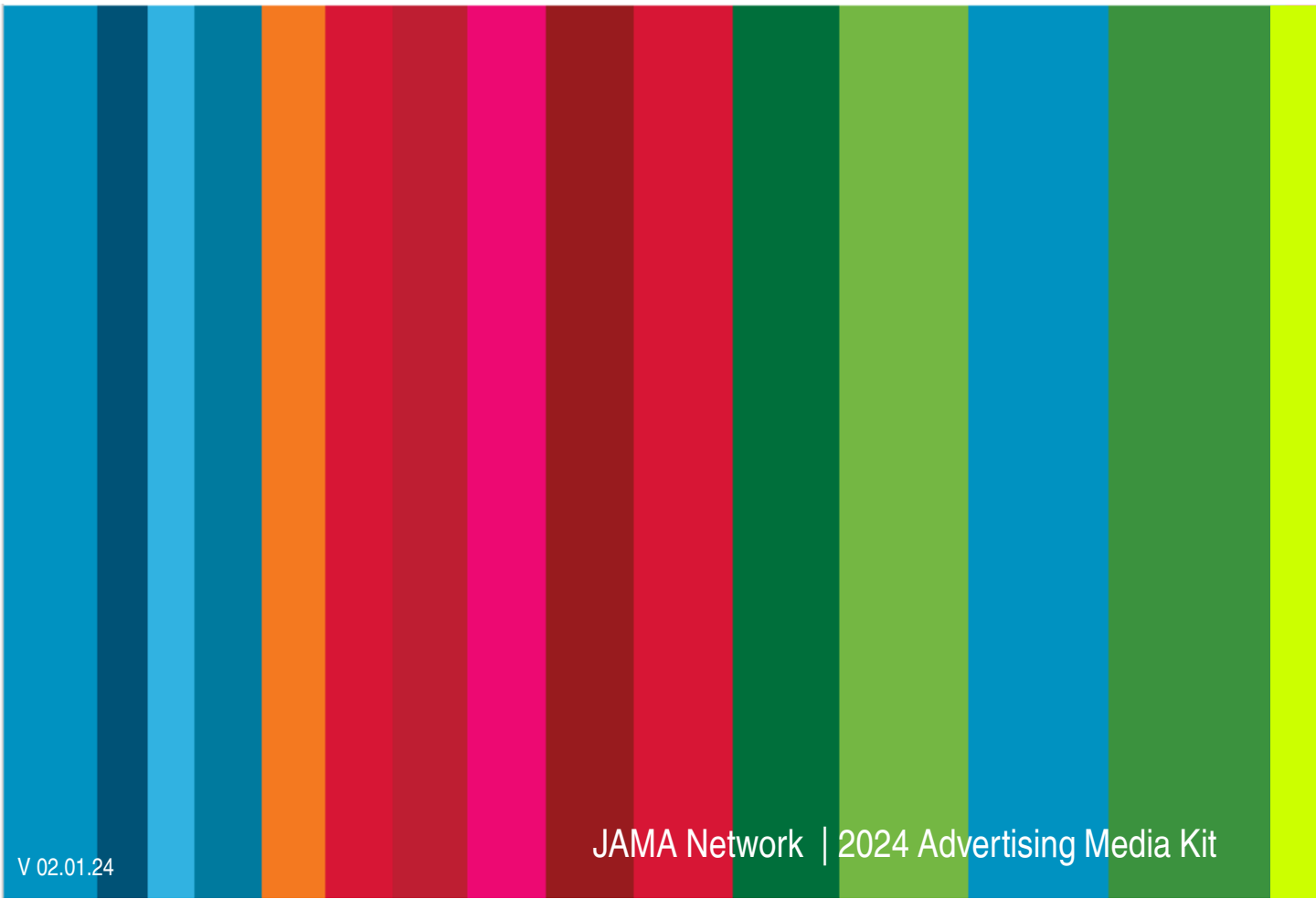


# 2024 Advertising Media Kit

## Products and Pricing

Pharmaceutical & Devices | Health Systems & Recruitment





**JAMA Network**™

JAMA®, *Journal of the American Medical Association*, and the JAMA Network® are the independent peer reviewed medical journals of the **American Medical Association**.



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Building on a tradition of editorial excellence, the **JAMA Network**<sup>®</sup> brings *JAMA*<sup>®</sup> together with *JAMA Network Open*<sup>™</sup> and 11 specialty medical journals to offer enhanced access to the research, reviews, and opinions shaping the future of medicine. Through a variety of innovative tools, the JAMA Network provides the insights that matter most to medical research and practice.



## ONLINE

The JAMA Network websites across [jamanetwork.com](http://jamanetwork.com), connects information on the topics that interest physicians, featuring some of the best clinical and research content globally. Features include video, audio, CME activities, and more. An innovative search engine that targets concepts as opposed to key words makes targeting the physician audience faster and more efficient.

## MOBILE AND MULTIMEDIA

JAMA Network content is available anytime, on any device, in a variety of formats, including audio and video. Coming in 2024, advertisers will have opportunities to align with Podcasts and other reach extension products.

## RECRUITMENT

The *JAMA Career Center* is one of the leading physician engagement Job Boards for physicians, both active and passive in the job market. The career center and additional media bundles throughout the network allow recruiters the most comprehensive advertising promotion suite of products in the industry.

## PRINT

*JAMA*, *JAMA Dermatology*, *JAMA Neurology*, *JAMA Oncology*, and *JAMA Ophthalmology*, are highly sought after print journals. These leading journals are the authoritative source for cutting-edge research and thought-provoking opinions across medical specialties.



**JAMA Network™**

**JAMA**<sup>®</sup> Since 1883, physicians and health care professionals around the world

have turned to *JAMA* for groundbreaking research and insightful commentary from leaders in medicine and health care.

As one of the most widely circulated peer-reviewed general medical journals in the world, *JAMA* provides readers with essential medical information and a unique forum for discussions shaping the future of medical practice and public health.

Starting in 2024, *JAMA* circulation will distribute to only **American Medical Association** members.

Over **124,000+** high quality domestic physicians as benefit of membership and paid.



## FEATURES INCLUDE

### Original Research

Reports of authoritative, cutting-edge, and practice-changing research.

### Viewpoints

Timely opinions of leading scholars on a broad range of contemporary medical issues.

### New: **JAMA Express**

Expedited publication for late-breaking research from major scientific meetings or time-sensitive findings of major clinical or public health importance.

### JAMA Clinical Challenge

Physicians can access a patient case, study the image(s) and take a quiz to see if they have chosen the best course of action.

### Visual Abstracts

Visual summaries of the information found in article abstracts.

### JAMA Medical News

The latest news in clinical medicine, biomedical research, public health, and health policy.

### JAMA Clinical Guidelines

Concise summaries of guidelines recommendations in a format designed for busy physicians.

### Clinical Review & Education

Timely, evidence-based Reviews providing clinically useful therapeutic and diagnostic insight.

### JAMA Patient Page

Key facts on a wide variety of health topics, presented in patient-friendly terms with links to resources.



“Prompt communication of novel scientific insights is critical to the efficient delivery of modern health care, to advancing knowledge, and to the translation of evidence to policy and practice. We commit to pursuing this important goal for *JAMA* authors and readers.”

Kirsten Bibbins-Domingo, PhD, MD, MAS

**Editor:** Kirsten Bibbins-Domingo, PhD, MD, MAS 20021  
**Print and Online Publication**  
**Impact Factor:** 120.7  
**Ranking:** #3 of 167  
**Online Mo Avg Pageview:** 3,100,000



## JAMA Cardiology

**Editor:** Robert O. Bonow, MD, MS  
**Digital Advertising Only**  
**Impact Factor:** 24.0  
**Ranking:** #4 of 142  
**Online Mo Avg Pageview:** 210,800

### Description

*JAMA Cardiology* is a peer-reviewed journal dedicated to publishing exceptional original research, state-of-the-art reviews, and informative opinion that will advance the science and practice of cardiology, enhance cardiovascular health, and inform health care policy.

### Features Include

- Leading clinical Research
- Clinically relevant Reviews
- Lively Opinion pieces
- Enhanced reader access through related commentary, author audio interviews, email alerts, Facebook, Twitter, other social media, and Topic Collections
- Patient Page
- Cardiovascular Images—Unusual or striking examples of clinical images

## JAMA Dermatology

**Editor:** Kanade Shinkai, MD, PhD  
**Digital and Print Advertising**  
**Impact Factor:** 10.9  
**Ranking:** #2 of 70  
**Print Frequency:** 12 issues per year  
**Online Mo Avg Pageview:** 440,100

### Description

JAMA Dermatology publishes peer-reviewed information concerning a broad range of issues relating to the skin and its conditions—clinical studies, surgical therapeutics, techniques, and breakthrough treatments.

### Features Include

- Clinical Evidence Synopsis
- Clinicopathological Challenge
- Patient Page
- Clinical Guideline Synopsis
- Images in Dermatology
- Consensus Statement

## JAMA Internal Medicine

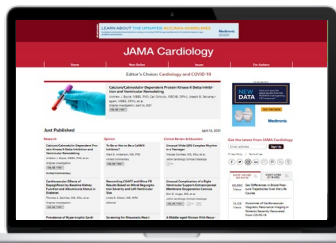
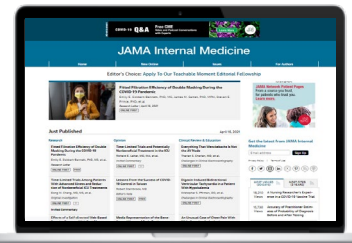
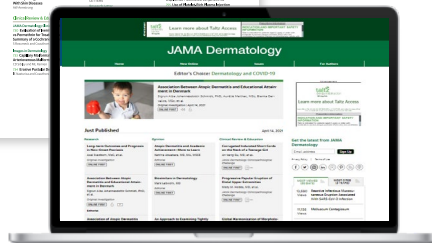
**Editor:** Sharon K. Inouye, MD, MPH  
**Digital Advertising Only**  
**Impact Factor:** 39.0  
**Ranking:** #7 of 167  
**Online Mo Avg Pageview:** 836,300

### Description

JAMA Internal Medicine delivers high-impact, peer-reviewed advances in internal medicine focusing on original research, reviews, and controversies in the field. Covering a broad range of topics, the journal publishes essential information for informed decision-making.

### Features Include

- Original Investigations — Randomized trials, studies of screening and diagnostic tests, intervention studies, cohort studies, and cost-effectiveness studies covering diagnostic and therapeutic advances
- Less Is More®—Cases in which less health care results in better health
- Perspectives
- Challenges in Clinical Electrophysiology
- Evidence to Practice — Evidence reports for clinicians





## JAMA Neurology

**Editor:** S. Andrew Josephson, MD  
**Digital and Print Advertising Impact Factor:** 29.0  
**Ranking:** #3 of 212  
**Print Frequency:** 12 issues per year  
**Online Mo Avg Pageview:** 404,700

### Description

*JAMA Neurology provides an international perspective on a wide range of topics from leading centers of neurological research through peer-reviewed information, forums, and features.*

### Features Include

- Clinical Trials — High-impact, peer-reviewed articles with direct clinical relevance
- Clinical Challenges
- Reviews
- Images in Neurology
- Author Interviews
- Patient Page
- On the Brain — Personal stories from neurologists

## JAMA Oncology

**Editor:** Mary L. (Nora) Disis, MD  
**Digital and Print Advertising Impact Factor:** 28.4  
**Ranking:** #10 of 241  
**Print Frequency:** 12 issues per year  
**Online Mo Avg Pageview:** 280,000

### Description

*JAMA Oncology features pivotal new findings and fosters productive debate among academicians, clinicians, and trainees in the fields of medical, surgical, and radiation oncology.*

### Features Include

- Leading clinical Research
- Timely Viewpoints and clinically relevant Reviews
- Online First articles published weekly
- Clinical Challenges
- Useful article types such as the Patient Page
- Podcasts and author interviews that summarize key research findings

## JAMA Ophthalmology

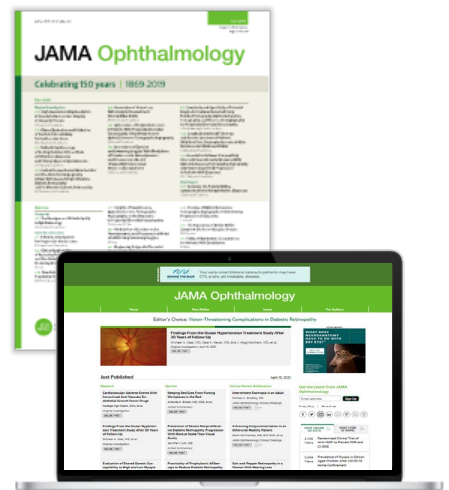
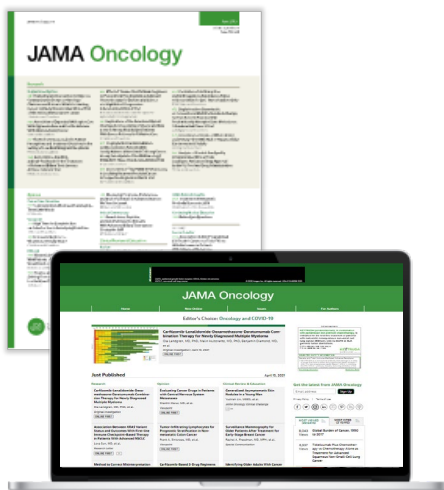
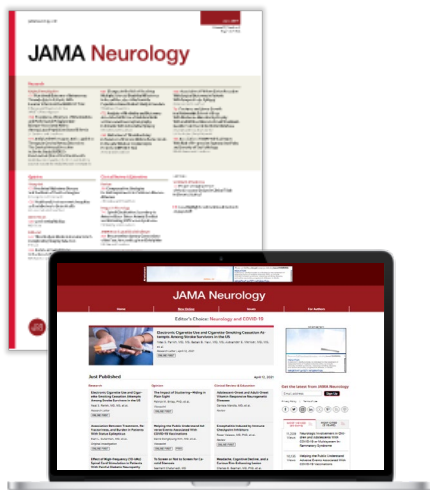
**Editor:** Neil Bressler, MD  
**Digital and Print Advertising Impact Factor:** 8.1  
**Ranking:** #3 of 62  
**Print Frequency:** 12 issues per year  
**Online Mo Avg Pageview:** 240,400

### Description

*JAMA Ophthalmology draws on academic, scientific, and clinical experts for a broad range of clinical and laboratory science articles, Clinical Trials, Reviews, Commentaries, and a wide range of special features.*

### Features Include

- Clinical Challenges
- New Instrument
- Ophthalmic Images
- Surgical Technique



# JAMA Otolaryngology –Head & Neck Surgery

**Editor:** Jay F. Piccirillo, MD  
**Digital Advertising Only**  
**Impact Factor:** 7.8  
**Ranking:** #1 of 43  
**Online Mo Avg Pageview:** 227,700

# JAMA Pediatrics

**Editor:** Dimitri A. Christakis, MD, MPH  
**Digital Advertising Only**  
**Impact Factor:** 26.1  
**Ranking:** #2 of 130  
**Online Mo Avg Pageview:** 445,600

# JAMA Psychiatry

**Editor:** Dost Ongur, MD, PhD  
**Digital Advertising Only**  
**Impact Factor:** 25.8  
**Ranking:** #3 of 155  
**Online Mo Avg Pageview:** 466,000

## Description

*JAMA Otolaryngology–Head & Neck Surgery* publishes clinical and basic research from around the world on diseases of the head and neck. It is the official publication for the American Head and Neck Society and the American Academy of Facial Plastic and Reconstructive Surgery, Inc.

## Features Include

- Original Investigations
- Clinical Challenges
- Viewpoints
- Advances in Diagnosis and Treatment Review

## Description

*JAMA Pediatrics* offers original studies, Editorials, systematic Reviews, Commentaries, case studies, and updates on clinical science and practice management, in addition to a variety of special features.

## Features Include

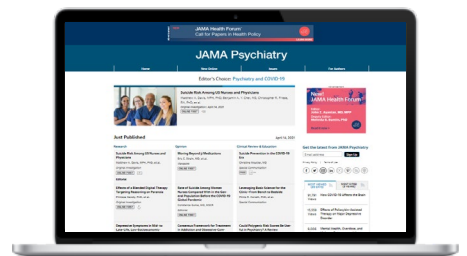
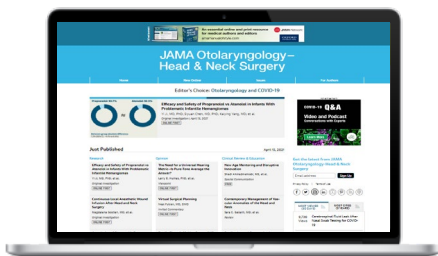
- Clinical Challenges
- Online-Only Content
- Journal Club
- Patient Page
- Caring for the Critically Ill Patient

## Description

Each month *JAMA Psychiatry* delivers state-of-the-art original studies and diverse commentary on the interplay between psychiatric disorders and physical health, human behavior, and emerging therapies.

## Features Include

- Original Investigations
- Neuroscience and Psychiatry
- Reviews
- Editorials
- Clinical Challenges



## JAMA Surgery

**Editor:** Melina R. Kibbe, MD  
**Digital Advertising Only**  
**Impact Factor:** 16.9  
**Ranking:** #1 of 212  
**Online Mo Avg Pageview:** 372,400

### Description

*JAMA Surgery* publishes peer-reviewed research, commentaries, illustrations, and special articles that keep readers up to date on important advances in the field, from surgical techniques to optimizing patient care. It is the official publication for the Association of VA Surgeons, Pacific Coast Surgical Association, and the Surgical Outcomes Club.

### Features Include

- Original Investigations
- Invited Commentaries
- Surgical Innovations
- Reviews
- Clinical Challenges
- Guide to Statistics and Methods

## JAMA Network | Open™

**Editor:** Frederick P. Rivara, MD, MPH  
**Digital Advertising Only**  
**Impact Factor:** 13.8  
**Ranking:** #6 of 60  
**Online Mo Avg Pageview:** 1.3M

### Description

Guided by the highest standards of peer review and integrity, *JAMA Network Open* publishes research on all aspects of clinical care, health policy, and global health across all health disciplines. As an open access journal, *JAMA Network Open* is free for your patrons to read and does not require a site license to access.

The journal publishes research on a broad range of topics such as critical care medicine, infectious diseases, health informatics, substance use and addiction, emergency medicine, global health, and many more. A full list of topics is available in the For Authors section at [jamanetworkopen.com](http://jamanetworkopen.com).

### Features Include

- Immediate access upon publication
- Customized email alerts that suggest new articles based on a reader's interests
- Open access Invited Commentaries that accompany 25% of Research articles

## JAMA Health Forum™

**Editor:** John Z. Ayanian, MD, MPP  
**Digital Advertising Only**  
**Impact Factor:** 11.5  
**Ranking:** #1 of 116  
**Online Mo Avg Pageview:** 99,100

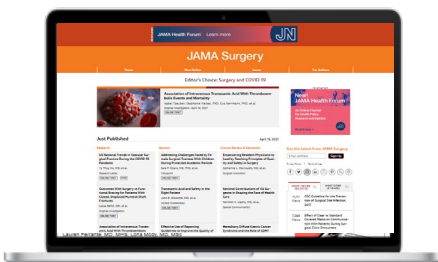
### Description

*JAMA Health Forum* is a peer-reviewed, open access journal that addresses health policy and strategies affecting medicine, health, and health care. The journal publishes original research and opinion about national and global health policy; innovative approaches to health care delivery; and health care economics, access, quality, safety, equity, and reform.

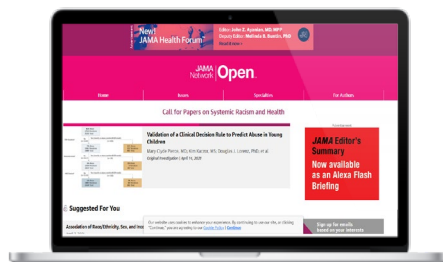
As an open access journal, *JAMA Health Forum* is fully available for your patrons to read, regardless of your site license status.

### Features Include

- Timely perspectives on national and global health policy
- Discussions on issues in health care strategy and delivery
- Insights on health care economics, quality, safety, equity, and reform
- News briefs on major reports released by government agencies, foundations, and think tanks
- The JAMA Forum, an ongoing blog by leaders in health policy



[jamasurgery.com](http://jamasurgery.com)



[jamanetworkopen.com](http://jamanetworkopen.com)



[jamahealthforum.com](http://jamahealthforum.com)

# JAMA Network Online Features

All JAMA Network sites are fully integrated to offer clinicians and researchers a state-of-the-art user experience with content published **every weekday online.**

## CONTENT INCLUDES

### Remote Access

Users can link their individual account to their institution's subscription and access the same original research, opinion, and educational content while working or studying remotely.

### Email Alerts

Readers can choose among alert options, such as topic, author, or search, or sign up to receive tables of contents by email and to be alerted when new articles are released online first.

### Online First

All journals publish new content online each week. JAMA Network also offers expedited review and publication for important clinical trials and research to be presented at major meetings.

### Weekly Highlights Emails

Email alerts on key topics such as oncology, cardiology, COVID-19, and more, featuring articles from across the JAMA Network.

### Key Points

Key Points offers concise, 3-part summaries of original research content.

### Altmetric

View instant, article-level metrics about the digital impact and reach of JAMA Network content in traditional and social media outlets, blogs, public policy documents, postpublication peer-review forums, and online reference managers.

### Podcasts: Listen and Learn

Take JAMA Network on the go with podcasts that explore the latest original research and current clinical topics. Shows include: JAMA Medical News, JAMA Network Editors' Summaries, JAMA Health Forum Editors' Summary, and more. Start listening now at [jamanetworkaudio.com](http://jamanetworkaudio.com) or your favorite podcast source.

### Multimedia Features

Listen to podcasts, watch videos, or view figures and illustrations that enhance the learning process.

## Coming in 2024...

User Affinity Email Blasts  
Reach Extension  
Podcast Advertising

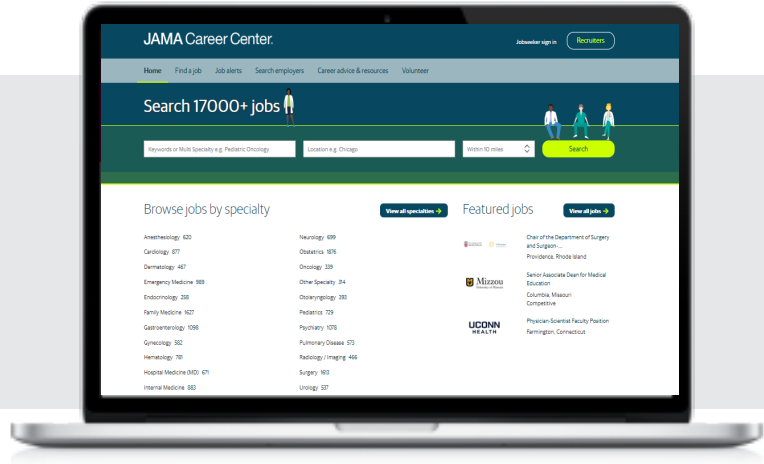


# JAMA Career Center®

Physician Recruitment Job Board with 18,000+ Daily Live Jobs.  
Access is Free and Open to All Physicians.

## 2023 YTD STATS

**Online Mo Avg Impressions:** 205,000  
**Total Pageviews:** 1,455,300  
**Total Job Views:** 402,027  
**Total Applications** 10,512



**JAMA Career Center** is an essential job board for physician job seekers. JCC offers a full suite of physician job search tools, including customizable automated Job Alerts for thousands of job listings that are updated daily.

### Top Performing Specialties By Job Applications as of Q3.2023

- Gastroenterology
- Pulmonary Disease
- Cardiology
- General Surgery
- Hospital Medicine
- Psychiatry
- Internal Medicine
- Family Medicine
- Orthopedic Surgery
- Pediatrics

## 4 Types of Recruitment Products:

### 1 | Job Board Products

**Volume Site Wrap | Scrape:** Consistent daily flow of all live active jobs

**Multi-Job Packs:** Pick and choose posts for 30-Day, 60-Day, 90 Day and even 365-Day

### 2 | Job Seeker Digital Banner Ads

**Power Position:** Targeted Display Impressions that identify and promote specific jobs to physicians on the JAMA Network.

### 3 | JAMA Print Recruitment Ads

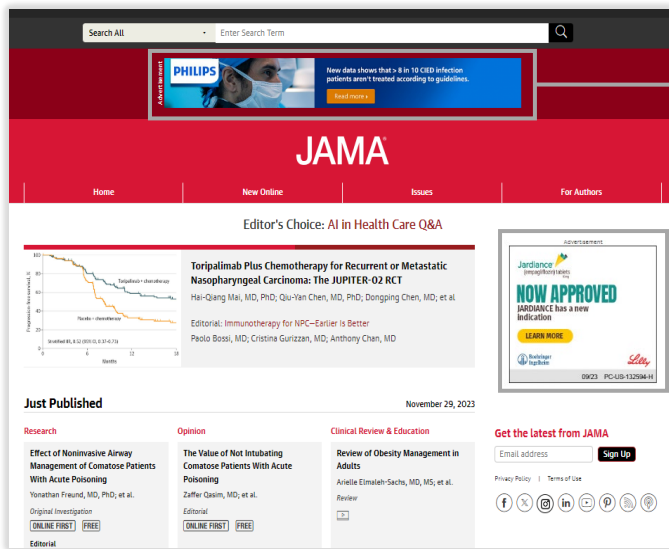
**Run of Book Display:** Ads within JAMA or Specialties.

**Word Block:** Classified ad units within JAMA.

### 4 | Native Content

**JAMA Career Center** client curated content to share HCP recruitment stories.

# Digital Advertising Products



## BANNER ADS

- **Run of Site:** Standard Banner Sizes and Rich Media
- **Interstitials**
- **Geo Targeting:** State, Domestic or International
- **Ads on Articles**
- **Mobile**
- **User Affinity:** Probabilistic data to target specific physician audiences

## ETOC



## OLF



## 4 EMAIL TYPES

**ETOC** | Electronic Table of Contents  
Avg. Open Rate 37.58%

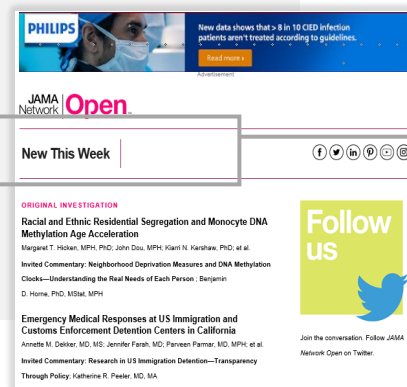
**OLF** | Online First  
Avg. Open Rate 37.54%

**HIGHLIGHTS**  
Avg. Open Rate 36.56%

## HIGHLIGHTS



## NEW THIS...



**New This...** | Week or Month  
Avg. Open Rate 39.26%

## EMAIL ALERTS

- 100% Share of Voice
- Leaderboard top ad position
- Opt-In** content alert emails from all the network journals.

# Print Advertising Products

Full Page  
Full Bleed

1/2 Page  
H or V

1/4 Page

## In This Issue of JAMA

March 3, 2020  
Volume 323, Number 9  
Pages 850-943

**Research (continued)**

**A Behavioral Intervention to Increase Physical Activity** 860  
Individuals with type 2 diabetes seldom achieve recommended levels of physical activity. Behavioral and collagen for the Latin Diabetes and Exercise Theory 2 investigators randomized 202 physically inactive and sedentary patients with type 2 diabetes and found that a behavioral intervention resulted in a sustained increase in physical activity and decrease in sedentary time.

**Clinical Review & Education**

**Diagnosis and Management of Infectious Diarrhea** 891  
In this JAMA Clinical Guidelines Synopsis of a JCIPT guideline developed by the Infectious Diseases Society of America, Heron and Chu discuss the clinical management of children and adults with suspected or confirmed infectious diarrhea.

**GENETICS AND PREVENTION HEALTH**

**Genetic Sequencing of Infectious Pathogens** 893  
The JAMA Insights article by Stern and colleagues explains how genetic sequencing of infectious pathogens can be used to identify outbreaks of disease outbreaks and suggest treatment strategies.

**Genetic Sequencing of Infectious Pathogens** 895  
The JAMA Clinical Challenge by Seaman and colleagues presents a 56-year-old man with osteomyelitis and a history of blue-eye gastric bypass. What would you do next?

**Online @ jama.com**

**Editor's Audio Summary**  
Howard Bauchner, MD, summarizes and comments on the week's issue.

**Author Interview**  
Maxime S. Berni, MD, and Joseph L. Armstrong, MD, authors of "Genetic Sequencing of Infectious Pathogens."

**CME Credit**  
Earn CME credit by reading CME designated articles. Research articles and the associated CME activities are available by topic and by US and non-US registration.

**Visual Abstract**  
"Effect of Transcatheter Aortic Valve Replacement (TAVI) on the Risk of Postoperative Stroke Stratified by Preoperative Aortic Valve Calcification: A Randomized Clinical Trial"

**Resources**  
107 Staff Listing  
107 CME Questions  
107 CME Questions  
107 CME Questions  
107 CME Questions  
107 CME Questions

**Instructions for Authors**  
jama.com/authors  
jamaonline.org/authors

JAMA March 3, 2020 | Volume 323, Number 9 | 857

## DISPLAY ADS

- **Run of Book:** Full Page, Half Page H or V and Quarter Page
- **Premium Placement:** 2<sup>nd</sup> Cover, 4<sup>th</sup> Cover, Opposite 1st TOC, Opposite 2<sup>nd</sup> TOC, Preceding Med News
- **Recruitment ROB:** Includes 30-Day JAMA Career Center job posting
- **Classified Section:** Word Block

## COVERTIPS

- Ride along distribution of your message in a 7"x5" cardstock format attached to the front cover of JAMA or the Specialty Journals
- JAMA distribution to recommended groupings or custom targeting.
- Specialty Journals distribution to list match.

## OUTSERTS | POLY BAG

- Additional distribution access of your advertisement for sizing flexibility and inclusion of samples, dosage cards sell sheets and more.
- JAMA distribution to recommended groupings or custom targeting.
- Specialty Journals distribution to list match.



ENGAGE AND EDUCATE

TALK TO YOUR PATIENTS ABOUT PROPER DOSING AND WHAT TO EXPECT WHEN RECEIVING SHINGRIX.





Indication  
SHINGRIX is a vaccine indicated for prevention of herpes zoster (shingles) in adults aged 50 years and older.  
SHINGRIX is not indicated for prevention of primary varicella infection (chickenpox).

**Important Safety Information**  
• SHINGRIX is contraindicated in anyone with a history of a severe allergic reaction (eg. anaphylaxis) to any component of the vaccine or after a previous dose of SHINGRIX.  
Please see additional Important Safety Information throughout and Brief Summary of Prescribing Information for SHINGRIX on the inside spread.

# 2024 Advertising Circulation and Net Rate Card

Pharmaceutical & Devices | Health Systems & Recruitment

All pricing is Net





# JAMA<sup>®</sup> Circulation &

Print and Online Publication  
Impact Factor: 120.7  
Ranking: #3 of 167

Online Mo Avg Pageview: 3,100,000  
Avg. Email Opt-In: 33.47%  
Print Frequency: Weekly 48x

## Targeting

### JAMA FULL RUN

Distribution	Circulation	Covertip & Outsert Production
Domestic Only	124,110	132,800

### RECOMMENDED GROUPINGS

Distribution	Circulation	Covertip & Outsert Production
<b>SPECIALTY</b> Cardiology	32,318	37,200
<b>SPECIALTY</b> Diabetes	28,785	33,100
<b>SPECIALTY</b> Primary Care	32,700	37,600
<b>SPECIALTY</b> HIV	29,010	33,400
<b>SPECIALTY</b> Nephrology	29,038	33,400
<b>SPECIALTY</b> Neurology	31,744	36,500
<b>SPECIALTY</b> Oncology	31,217	35,900
<b>SPECIALTY</b> Pulmonary Disease and Allergy	30,173	36,200
<b>SPECIALTY</b> Rheumatology - Arthritis	28,581	32,900
<b>SPECIALTY</b> Gastroenterology	29,581	34,000
<b>SPECIALTY</b> Women's Health	32,326	37,200
<b>SPECIALTY</b> Obesity	32,351	37,200
<b>SPECIALTY</b> Emergency Medicine	33,847	38,900
<b>SPECIALTY</b> Pediatrics	18,000	21,600
<b>SPECIALTY</b> Surgery	11,833	14,200
<b>GEOGRAPHY</b> Southern US	35,063	40,300
<b>GEOGRAPHY</b> Midwest US	23,045	27,700
<b>GEOGRAPHY</b> Western US	22,956	27,500
<b>GEOGRAPHY</b> Eastern US	39,187	45,100
<b>TITLE</b> Practicing MDs	64,959	71,500
<b>TITLE</b> Med Students & Residents	25,748	29,600
<b>TITLE</b> Practicing DOs	9,292	11,200

Ask your Sales Representative for Recommended Grouping breakouts or custom targeting (not within groupings).

# Digital | Rate Card

## JAMA BANNER ADS

Product Type	CPM
<b>Run of Site</b>	\$110
<b>Interstitials</b>	\$225
<b>Geo Targeting</b>	\$130
<b>Ads on Articles</b>	\$145
<b>Mobile</b>	\$110
<b>User Affinity</b>	\$250
<b>International Only</b>	\$25 Surcharge added to product type CPM

## SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

All pricing is Net

## JAMA EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
<b>ETOC</b>	\$6,000	496,363	\$6,000	790,764
<b>ONLINE FIRST</b>	\$5,000	440,541	\$5,000	777,532

## Other JAMA Audience

### EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
<b>JAMA Network Highlights</b>	\$3,500	428,490	\$3,500	544,920
JN Highlights   Cardiology Targeting	\$2,000	28,195	\$2,000	45,623
JN Highlights   Oncology Targeting	\$3,500	30,599	\$3,500	44,749
JN Highlights   Pediatric Targeting	\$2,500	46,729	\$2,500	62,030
JN Highlights   Neurology Targeting	\$2,000	25,432	\$2,000	35,505
JN Highlights   Psychiatry Targeting	\$2,000	33,127	\$2,000	41,684
JN Highlights   COVID-19 Targeting	\$3,500	524,560	\$3,500	678,123

## SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

# Digital | Rate Card

**ETOC** | JAMA Electronic Table of Contents | Targeted by Specialty

All pricing is Net

Specialty Target	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
Allergists/Immunology	\$2,500	2,006	\$3,000	6,331
Cardiology	\$3,000	12,069	\$3,500	32,243
Dermatology	\$1,200	7,650	\$1,700	15,098
Emergency Medicine	\$2,500	17,030	\$3,000	32,700
Endocrinology	\$2,500	3,046	\$3,000	7,675
Family Medicine	\$3,000	36,043	\$3,500	58,692
Gastroenterology	\$2,500	3,735	\$3,000	7,535
Hem/Onc	\$3,200	8,704	\$3,700	19,638
Infectious Disease	\$2,500	4,772	\$3,000	10,874
Internal Medicine	\$3,000	36,721	\$3,500	53,524
Nephrology	\$1,200	3,328	\$1,700	6,484
Neurology	\$1,200	8,802	\$1,700	18,910
Ob/Gyn	\$1,200	14,809	\$1,700	20,395
Ophthalmology	\$1,200	6,343	\$1,700	13,161
Otolaryngology	\$1,200	4,228	\$1,700	7,819
Pediatrics	\$1,200	20,271	\$1,700	32,835
Primary Care (IM & FM)	\$5,000	72,764	\$5,500	112,216
Psychiatry	\$1,200	19,290	\$1,700	29,691
Pulmonary Disease Specialists	\$2,500	5,124	\$3,000	9,085
Radiology	\$1,200	5,146	\$1,700	7,640
Rheumatology	\$2,500	1,737	\$3,000	2,994
Surgery	\$1,200	21,456	\$1,700	36,002
Urology	\$1,200	2,116	\$1,700	3,427

**SIZES & SPEC** Same as Email Alert on previous page

# Digital | Rate Card

**OLF** | JAMA Online First | Targeted by Specialty

All pricing is Net

Specialty Target	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
Allergists/Immunology	\$2,500	2,051	\$3,000	7,130
Cardiology	\$3,000	12,186	\$3,500	35,087
Dermatology	\$1,200	7,367	\$1,700	15,823
Emergency Medicine	\$2,500	17,496	\$3,000	35,641
Endocrinology	\$2,500	3,070	\$3,000	8,293
Family Medicine	\$3,000	36,822	\$3,500	63,534
Gastroenterology	\$2,500	3,646	\$3,000	8,008
Hem/Onc	\$3,200	8,766	\$3,700	21,290
Infectious Disease	\$2,500	4,851	\$3,000	12,008
Internal Medicine	\$3,000	36,168	\$3,500	55,245
Nephrology	\$1,200	3,276	\$1,700	6,786
Neurology	\$1,200	8,831	\$1,700	20,365
Ob/Gyn	\$1,200	15,031	\$1,700	21,512
Ophthalmology	\$1,200	6,389	\$1,700	14,127
Otolaryngology	\$1,200	4,250	\$1,700	8,409
Pediatrics	\$1,200	20,379	\$1,700	34,977
Primary Care (IM & FM)	\$5,000	72,990	\$5,500	118,779
Psychiatry	\$1,200	19,662	\$1,700	31,780
Pulmonary Disease Specialists	\$2,500	5,045	\$3,000	9,720
Radiology	\$1,200	5,114	\$1,700	7,972
Rheumatology	\$2,500	1,726	\$3,000	3,242
Surgery	\$1,200	21,170	\$1,700	37,861
Urology	\$1,200	2,068	\$1,700	3,551

**SIZES & SPEC** Same as Email Alert on previous page

# Print Specifications

**Distribution Facts:** Domestic Only

**Full Run:** 124,110 AMA Benefit of Membership Physicians and Paid

**Frequency:** Weekly 48x

All pricing is Net

## Issues and Closing Dates

Date	Space Deadline	Materials Deadline
01/02/24	11/28/23	12/08/23
01/09/24	12/05/23	12/15/23
01/16/24	12/12/23	12/21/23
1/23-30/2024	12/19/23	12/28/23
02/06/24	01/04/24	01/12/24
02/13/24	01/11/24	01/19/24
02/20/24	01/18/24	01/26/24
02/27/24	01/25/24	02/02/24
03/05/24	02/01/24	02/09/24
03/12/24	02/08/24	02/16/24
03/19/24	02/15/24	02/23/24
03/26/24	02/22/24	03/01/24
04/02/24	02/29/24	03/08/24
04/09/24	03/07/24	03/15/24
04/16/24	03/14/24	03/22/24
4/23-30/2024	03/21/24	03/29/24
05/07/24	04/04/24	04/12/24
05/14/24	04/11/24	04/19/24
05/21/24	04/18/24	04/26/24
05/28/24	04/25/24	05/03/24
06/04/24	05/02/24	05/10/24
06/11/24	05/09/24	05/17/24
06/18/24	05/16/24	05/24/24
06/25/24	05/23/24	05/31/24

Date	Space Deadline	Materials Deadline
07/02/24	05/30/24	06/07/24
07/09/24	06/06/24	06/14/24
07/16/24	06/13/24	06/21/24
7/23-30/2024	06/20/24	06/28/24
08/06/24	07/03/24	07/12/24
08/13/24	07/11/24	07/19/24
08/20/24	07/18/24	07/26/24
08/27/24	07/25/24	08/02/24
09/03/24	08/01/24	08/09/24
09/10/24	08/08/24	08/16/24
09/17/24	08/15/24	08/23/24
09/24/24	08/22/24	08/30/24
10/01/24	08/29/24	09/06/24
10/08/24	09/05/24	09/13/24
10/15/24	09/12/24	09/20/24
10/22-29/2024	09/19/24	09/27/24
11/05/24	10/03/24	10/11/24
11/12/24	10/10/24	10/18/24
11/19/24	10/17/24	10/25/24
11/26/24	10/24/24	11/01/24
12/03/24	10/31/24	11/08/24
12/10/24	11/07/24	11/15/24
12/17/24	11/14/24	11/22/24
12/24-31/2024	11/21/24	11/27/24

## Print Material Specs

Size	Width	Depth
Full Page Bleed	8.125"	10.75"
Half Page Vertical	3.45"	9.6875"
Half Page Horizontal	7.0"	4.625"
Quarter Page	3.45"	4.625"

Full Page trim: 7.875" x 10.5"

Design should leave a safety area for the text  
0.25" from trim edge

### Supported Software Programs:

- Adobe Creative Suite and higher

### Requirements:

Please provide artwork files in the accepted formats listed below:

- PDF: Press optimized, embed fonts
- Convert fonts to outlines
- All files must be packaged with images and fonts
- Image files should be 300 ppi or higher

# Print | Rate Card

JAMA Run of Book (ROB) | Full Run 124,110

All pricing is Net

## FULL PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$8,662
6x	\$8,316
12x	\$7,969
24x	\$7,796
36x	\$7,623
48x	\$7,363
72x	\$6,930

## HALF PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$5,888
6x	\$5,652
12x	\$5,417
24x	\$5,299
36x	\$5,181
48x	\$5,005
72x	\$4,710

## QUARTER PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$3,115
6x	\$2,990
12x	\$2,866
24x	\$2,804
36x	\$2,741
48x	\$2,648
72x	\$2,492

## JAMA ROB | Recommended Groupings

Distribution targeting by high impact advertiser groupings | Specialty, Geography or Title  
No Quarter Page ad size

## FULL PAGE

Frequency	Less than 24,999	Greater than 25,000
<b>OPEN RATE 1X</b>	\$6,063	\$6,930
6x	\$5,820	\$6,653
12x	\$5,578	\$6,376
24x	\$5,457	\$6,237
36x	\$5,335	\$6,098
48x	\$5,154	\$5,891
72x	\$4,850	\$5,544

## HALF PAGE

Frequency	Less than 24,999	Greater than 25,000
<b>OPEN RATE 1X</b>	\$4,122	\$4,710
6x	\$3,957	\$4,522
12x	\$3,792	\$4,333
24x	\$3,710	\$4,239
36x	\$3,627	\$4,145
48x	\$3,504	\$4,004
72x	\$3,298	\$3,768

## SURCHARGE | Data Usage & Production Cost

Targeting	Flat Rate
Recommended Group	\$1,000

# Print | Rate Card

## JAMA ROB | Custom Targeting (non-grouping)

Distribution targeting with custom targets | Specialty, Geography or Title  
 Minimum 5,000 distribution | No Half or Quarter Page ad size

All pricing is Net

### FULL PAGE Only Size

Frequency	5,000 - 24,999	25,000 – 49,999	50,000 – 75,000	75k+ Full Run Cost
<b>OPEN RATE</b>				
<b>1X</b>	\$7,796	\$7,363	\$6,930	\$8,662
<b>6x</b>	\$7,484	\$7,068	\$6,653	\$8,316
<b>12x</b>	\$7,172	\$6,774	\$6,376	\$7,969
<b>24x</b>	\$7,016	\$6,627	\$6,237	\$7,796
<b>36x</b>	\$6,860	\$6,479	\$6,098	\$7,623
<b>48x</b>	\$6,627	\$6,259	\$5,891	\$7,363
<b>72x</b>	\$6,237	\$5,890	\$5,544	\$6,930

### SURCHARGE | Data Usage & Production Cost

Targeting	Flat Rate
Custom Targeting	\$1,500

### SURCHARGE OVERVIEW – JAMA Only

Color	Flat Rate	Mechanical	Flat Rate	Targeting	Flat Rate
Black & White	No Charge	Insert	\$1,100	Grouping Charge	\$1,000
Full Color	\$2,200	Second Insert	\$750	Custom Charge	\$1,500
		Tip/Out Production	TBD	Rematch Charge	\$750

### PREMIUM POSITION SURCHARGES – JAMA Only

Position Name	Flat Rate	Position Name	Flat Rate
2 <sup>nd</sup> Cover (Front Inside)	\$2,940	Opposite 2 <sup>nd</sup> TOC	\$1,000
4 <sup>th</sup> Cover (Back & Inside)	\$4,060	Preceding MED NEWS	\$1,000
Opposite 1 <sup>st</sup> TOC	\$1,000	Other Requested Positions	\$1,000

### Product Information PI DISCOUNT– JAMA Only

- PI Data Page will use standard rate B&W for pages 1-2
- 3+ Pages of PI Data will receive an additional 50% Discount

# Print | Rate Card

## JAMA | COVERTIPS and OUTSERTS

Distribution targeting using Recommended Groupings or Custom | Specialty, Geography or Title  
No Minimum distribution

All pricing is Net

### COVERTIP

Page Increment	Less than 5,000	5,000 - 9,999	10,000 – 19,999	20,000 – 29,999	30,000 – 39,999	40,000 – 50,000+	Full Run
2	\$11,801	\$18,682	\$30,474	\$39,736	\$48,996	\$56,905	\$102,788
4	\$15,735	\$24,890	\$40,603	\$52,945	\$65,278	\$75,816	\$136,950
6	\$18,925	\$26,191	\$42,727	\$55,715	\$68,695	\$79,783	\$144,116
8	\$23,180	\$27,051	\$44,128	\$57,544	\$70,949	\$82,402	\$148,844
10	\$26,104	\$27,939	\$45,575	\$59,430	\$73,276	\$85,103	\$153,724

### OUTSERT

Page Increment	Less than 5,000	5,000 - 9,999	10,000 – 19,999	20,000 – 29,999	30,000 – 39,999	40,000 – 50,000+	Full Run
2	\$7,460	\$10,609	\$16,563	\$21,455	\$26,279	\$30,390	\$55,998
4	\$8,526	\$12,125	\$18,931	\$24,525	\$30,038	\$34,739	\$64,011
6	\$9,379	\$13,335	\$20,820	\$26,971	\$33,034	\$38,205	\$70,397
8	\$10,657	\$15,156	\$23,662	\$30,653	\$37,545	\$43,419	\$80,006
10	\$11,723	\$16,668	\$26,021	\$33,713	\$41,290	\$47,751	\$87,990

### SURCHARGE | Data Usage & Production Cost

Targeting	Flat Rate
Grouping Charge	\$1,000
Custom Charge	\$1,500
Rematch Charge	\$750

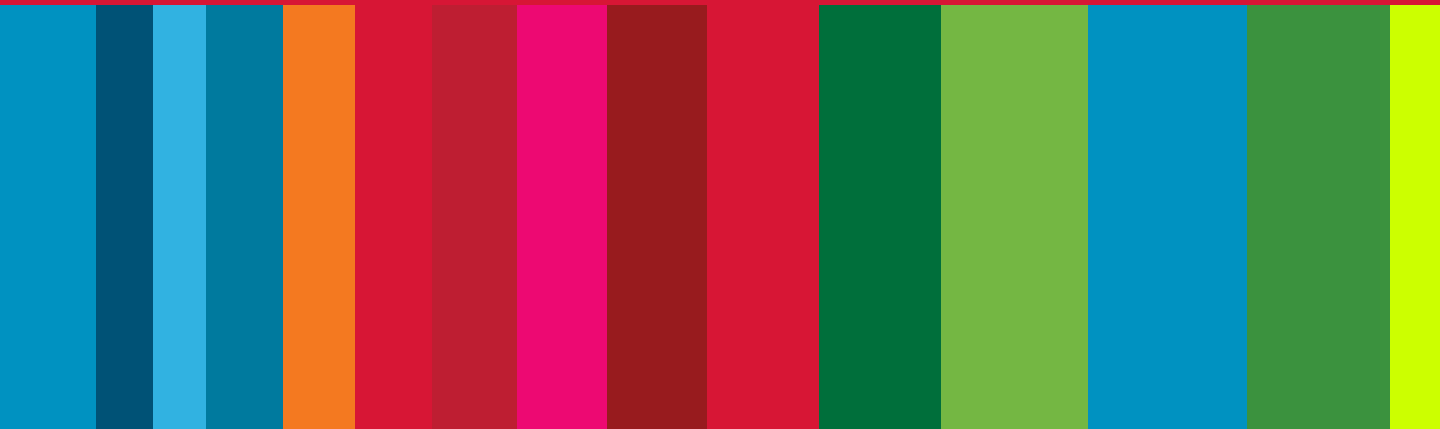
All Covertips and Outserts are subject to JAMA Approval and Production Review. Additional surcharges may apply based on specifications of the piece.

JAMA Network may provide a custom print quote; Ask you Sales Representative for more information.



# Specialty Journals

All pricing is Net



Digital Advertising Only

Impact Factor: 24.0  
 Ranking: #4 of 142

Online Mo Avg Pageview: 210,800  
 Avg. Email Opt-In: 40.32%

All pricing is Net

## Digital | Rate Card

### JAMA Cardiology BANNER ADS

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

Product Type	10% SOV Only
<b>Run of Site</b>	\$1,000 Flat Rate
<b>Interstitials</b>	Included
<b>Ads on Articles</b>	Included
<b>Mobile</b>	Included
<b>User Affinity</b>	\$125 CPM or \$150 Flat Rate / Country
<b>International Only</b>	\$125 CPM or \$150 Flat Rate / Country

Product Types: US Domestic Geo Targeting is not offered in this publication.

### JAMA Cardiology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
<b>ETOC</b>	\$1,700	39,186	\$1,700	76,657
<b>ONLINE FIRST</b>	\$1,700	36,882	\$1,700	74,262

### Other Publication Cardiology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
<b>JN Highlights</b>   Cardiology Targeting	\$2,000	28,195	\$2,000	45,623
<b>JAMA ETOC</b>   Cardiology Targeting	\$3,000	12,069	\$3,500	32,243
<b>JAMA OLF</b>   Cardiology Targeting	\$3,000	12,186	\$3,500	35,087
<b>Internal Medicine ETOC</b>   Card Targeting	\$1,200	7,254	\$1,400	15,848
<b>Internal Medicine OLF</b>   Card Targeting	\$1,200	7,176	\$1,400	16,111

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

Digital and Print Advertising

Impact Factor: 10.9  
Ranking: #2 of 70

Online Mo Avg Pageview: 440,100  
Avg. Email Opt-In: 37.99%

All pricing is Net

## Digital | Rate Card

### JAMA Dermatology BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

JAMA Dermatology

### JAMA Dermatology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$1,800	34,426	\$1,800	64,800
ONLINE FIRST	\$1,500	30,130	\$1,500	60,026

### Other Publication Dermatology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Dermatology Targeting	\$1,200	7,650	\$1,700	15,098
JAMA OLF   Dermatology Targeting	\$1,200	7,367	\$1,700	15,823

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

## Print Circulation & Specifications

All pricing is Net

Distribution	Circulation	Covertip & Outsert Production
Full Run	14,226	17,100
50% Circulation	7,113	TBD
LIST MATCH - Allowed	Custom	TBD

### Issues and Closing Dates

Month	Space Deadline	Materials Deadline
Jan	12/11/23	12/15/23
Feb	01/18/24	01/24/24
Mar	02/15/24	02/21/24
Apr	03/14/24	03/20/24
May	04/11/24	04/17/24
Jun	05/15/24	05/21/24
Jul	06/11/24	06/17/24
Aug	07/18/24	07/24/24
Sep	08/14/24	08/20/24
Oct	09/12/24	09/18/24
Nov	10/17/24	10/23/24
Dec	11/12/24	11/18/24

### Print Material Specs

Size	Width	Depth
Full Page Bleed	8.125"	10.75"
Half Page v	3.45"	9.6875"
Half Page h	7.0"	4.625"
Quarter Page	3.45"	4.625"

Full Page trim: 7.875" x 10.5"  
 Design should leave a safety area for the text  
 0.25" from trim edge

### SURCHARGE OVERVIEW – DERM Only

Color	Flat Rate
Black & White	No Charge
Full Color	\$1,800
Mechanical	Flat Rate
Insert	\$655
Second Insert	\$330
Tip/Out Production	TBD
Targeting	Flat Rate
List Match Charge	\$1,500
Rematch Charge	\$750

### PREMIUM POSITION SURCHARGES – DERM Only

Position Name	Flat Rate
2 <sup>nd</sup> Cover (Front Inside)	\$1,100
4 <sup>th</sup> Cover (Back & Inside)	\$1,200
Opposite 1 <sup>st</sup> TOC	\$500
Opposite 1 <sup>st</sup> Reading	\$500
Other Requested Positions	\$500

### Product Information PI DISCOUNT – DERM Only

- PI Data Page will use standard rate B&W for pages 1-2
- 3+ Pages of PI Data will receive an additional 50% Discount

Digital and Print Advertising

Impact Factor: 10.9  
 Ranking: #2 of 70  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 440,100  
 Avg. Email Opt-In: 37.99%

All pricing is Net

## Print | Rate Card

### JAMA Dermatology Run of Book (ROB)

#### FULL PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$2,967
6x	\$2,848
12x	\$2,730
24x	\$2,670
36x	\$2,611
48x	\$2,522
72x	\$2,374

#### HALF PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$2,242
6x	\$2,153
12x	\$2,063
24x	\$2,018
36x	\$1,973
48x	\$1,906
72x	\$1,794

#### QUARTER PAGE

Frequency	Rate
<b>FLAT RATE</b>	\$1,190

#### LIST MATCH

- Distribution targeting by physician level data
- Only allowed on distribution list size less than 50% of full run. If greater than, Full Run rate applies

Distribution	Circulation
Full Run	14,226
50% Circulation	7,113

#### SURCHAGE

Targeting	Flat Rate
List Match Charge	\$1,500

#### LIST MATCH FULL PAGE ONLY

Frequency	Rate
<b>OPEN RATE 1X</b>	\$2,373
6x	\$2,278
12x	\$2,183
24x	\$2,136
36x	\$2,088
48x	\$2,017
72x	\$1,898

#### COVER TIPS

#### OUTSERTS

Page Increment	COVER TIPS		OUTSERTS	
	49% or Less	50% - Full Run	49% or Less	50% - Full Run
2	\$12,849	\$21,415	\$7,075	\$11,793
4	\$14,992	\$24,987	\$8,088	\$13,480
6	\$16,013	\$26,689	\$8,895	\$14,827
8	\$16,623	\$27,706	\$10,109	\$16,850
10	\$17,214	\$28,690	\$11,119	\$18,531

Digital Advertising Only

Impact Factor: 39.0  
 Ranking: #3 of 167

Online Mo Avg Pageview: 836,300  
 Avg. Email Opt-In: 37.65%

All pricing is Net

## Digital | Rate Card

### JAMA Internal Medicine BANNER

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Internal Medicine EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$4,000	164,520	\$4,000	246,943
ONLINE FIRST	\$3,500	148,201	\$3,500	234,350

### Other Publication Internal Med EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Internal Med Targeting	\$3,000	36,721	\$3,500	53,524
JAMA OLF   Internal Med Targeting	\$3,000	36,168	\$3,500	55,245

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

## Digital | Rate Card

ETOC | JAMA Internal Medicine Electronic Table of Contents | Targeted by Specialty

All pricing is Net

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
Cardiology	\$1,200	7,254	\$1,400	15,848
Emergency Medicine	\$1,000	7,201	\$1,200	12,194
Endocrinology	\$750	1,992	\$950	4,164
Family Medicine	\$1,500	24,128	\$1,700	32,323
Gastroenterology	\$750	2,868	\$950	4,226
Geriatrics	\$750	2,181	\$950	3,602
Hospitalist	\$750	1,043	\$950	2,365
Infectious Disease	\$1,000	3,515	\$1,200	6,519
Internal Medicine	\$2,000	30,021	\$2,200	39,663
Nephrology	\$750	2,613	\$950	4,255
OB/Gyn	\$750	1,791	\$950	2,692
Primary Care (IM & FM)	\$3,000	54,149	\$3,200	71,986
Pulmonary Disease	\$750	3,662	\$950	5,579
Rheumatology	\$750	1,265	\$950	1,868
Cardiology	\$1,200	7,254	\$1,400	15,848
Emergency Medicine	\$1,000	7,201	\$1,200	12,194
Endocrinology	\$750	1,992	\$950	4,164
Family Medicine	\$1,500	24,128	\$1,700	32,323
Gastroenterology	\$750	2,868	\$950	4,226

SIZES &amp; SPEC Same as Email Alert on previous page

## Digital | Rate Card

OLF | JAMA Internal Medicine Online First | Targeted by Specialty

All pricing is Net

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
Cardiology	\$1,200	7,176	\$1,400	16,111
Emergency Medicine	\$1,000	7,253	\$1,200	12,530
Endocrinology	\$750	1,970	\$950	4,204
Family Medicine	\$1,500	24,256	\$1,700	32,819
Gastroenterology	\$750	2,792	\$950	4,179
Geriatrics	\$750	2,176	\$950	3,644
Hospitalist	\$750	1,058	\$950	2,422
Infectious Disease	\$1,000	3,480	\$1,200	6,600
Internal Medicine	\$2,000	29,380	\$2,200	39,248
Nephrology	\$750	2,557	\$950	4,244
OB/Gyn	\$750	1,814	\$950	2,786
Primary Care (IM & FM)	\$3,000	53,636	\$3,200	72,067
Pulmonary Disease	\$750	3,589	\$950	5,540
Rheumatology	\$750	1,239	\$950	1,865
Cardiology	\$1,200	7,176	\$1,400	16,111
Emergency Medicine	\$1,000	7,253	\$1,200	12,530
Endocrinology	\$750	1,970	\$950	4,204
Family Medicine	\$1,500	24,256	\$1,700	32,819
Gastroenterology	\$750	2,792	\$950	4,179

SIZES &amp; SPEC Same as Email Alert on previous page



Digital and Print Advertising

Impact Factor: 29.0  
 Ranking: #3 of 212  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 404,700  
 Avg. Email Opt-In: 38.01%

All pricing is Net

## Digital | Rate Card

### JAMA Neurology BANNER ADS

Product Type	CPM
<b>Run of Site</b>	\$110
<b>Interstitials</b>	\$225
<b>Geo Targeting</b>	\$130
<b>Ads on Articles</b>	\$145
<b>Mobile</b>	\$110
<b>User Affinity</b>	\$250
<b>International Only</b>	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Neurology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
<b>ETOC</b>	\$3,000	45,583	\$3,000	84,749
<b>ONLINE FIRST</b>	\$2,000	38,015	\$2,000	76,968

### Other Publication Neurology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
<b>JAMA ETOC</b>   Neurology Targeting	\$1,200	7,650	\$1,700	15,098
<b>JAMA OLF</b>   Neurology Targeting	\$1,200	7,367	\$1,700	15,823
<b>JN Highlights</b>   Neurology Targeting	\$2,000	25,432	\$2,000	34,839

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

## Print Circulation & Specifications

All pricing is Net

Distribution	Circulation	Covertip & Outsert Production
Full Run	4,720	5,700
50% Circulation	2,360	TBD
<b>LIST MATCH - Allowed</b>	Custom	TBD

### Issues and Closing Dates

Month	Space Deadline	Materials Deadline
<b>Jan</b>	12/01/23	12/07/23
<b>Feb</b>	01/08/24	01/12/24
<b>Mar</b>	02/06/24	02/12/24
<b>Apr</b>	03/05/24	03/11/24
<b>May</b>	04/09/24	04/15/24
<b>Jun</b>	05/06/24	05/10/24
<b>Jul</b>	06/03/24	06/07/24
<b>Aug</b>	07/09/24	07/15/24
<b>Sep</b>	08/06/24	08/12/24
<b>Oct</b>	09/10/24	09/16/24
<b>Nov</b>	10/08/24	10/14/24
<b>Dec</b>	11/01/24	11/07/24

### Print Material Specs

Size	Width	Depth
Full Page Bleed	8.125"	10.75"
Half Page v	3.45"	9.6875"
Half Page h	7.0"	4.625"
Quarter Page	3.45"	4.625"

Full Page trim: 7.875" x 10.5"  
 Design should leave a safety area for the text  
 0.25" from trim edge

### SURCHARGE OVERVIEW – NEURO Only

Color	Flat Rate
<b>Black &amp; White</b>	No Charge
<b>Full Color</b>	\$1,800
Mechanical	Flat Rate
<b>Insert</b>	\$655
<b>Second Insert</b>	\$330
<b>Tip/Out Production</b>	TBD
Targeting	Flat Rate
<b>List Match Charge</b>	\$1,500
<b>Rematch Charge</b>	\$750

### PREMIUM POSITION SURCHARGES – NEURO Only

Position Name	Flat Rate
<b>2<sup>nd</sup> Cover (Front Inside)</b>	\$650
<b>4<sup>th</sup> Cover (Back &amp; Inside)</b>	\$800
<b>Opposite 1<sup>st</sup> TOC</b>	\$400
<b>Opposite 1<sup>st</sup> Reading</b>	\$400
<b>Other Requested Positions</b>	\$400

### Product Information PI DISCOUNT – NEURO Only

- PI Data Page will use standard rate B&W for pages 1-2
- 3+ Pages of PI Data will receive an additional 50% Discount

Digital and Print Advertising

Impact Factor: 29.0  
 Ranking: #3 of 212  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 404,700  
 Avg. Email Opt-In: 37.99%

All pricing is Net

## Print | Rate Card

### JAMA Neurology Run of Book (ROB)

#### FULL PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$1,526
6x	\$1,465
12x	\$1,404
24x	\$1,373
36x	\$1,343
48x	\$1,297
72x	\$1,221

#### HALF PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$1,153
6x	\$1,107
12x	\$1,061
24x	\$1,038
36x	\$1,015
48x	\$980
72x	\$922

#### QUARTER PAGE

Frequency	Rate
<b>FLAT RATE</b>	\$718

#### LIST MATCH

- Distribution targeting by physician level data
- Only allowed on distribution list size less than 50% of full run. If greater than, Full Run rate applies

Distribution	Circulation
Full Run	4,720
50% Circulation	2,360

#### SURCHARGE

Targeting	Flat Rate
List Match Charge	\$1,500

#### LIST MATCH FULL PAGE ONLY

Frequency	Rate
<b>OPEN RATE 1X</b>	\$1,221
6x	\$1,172
12x	\$1,123
24x	\$1,099
36x	\$1,074
48x	\$1,038
72x	\$977

Page Increment	COVER TIPS		OUTSERTS	
	49% or Less	50% - Full Run	49% or Less	50% - Full Run
2	\$6,831	\$11,385	\$4,263	\$7,105
4	\$7,970	\$13,284	\$4,874	\$8,123
6	\$8,514	\$14,189	\$5,359	\$8,933
8	\$8,837	\$14,730	\$6,091	\$10,152
10	\$9,152	\$15,253	\$6,698	\$11,166

Digital and Print Advertising

Impact Factor: 28.4  
 Ranking: #10 of 241  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 280,000  
 Avg. Email Opt-In: 37.07%

All pricing is Net

## Digital | Rate Card

### JAMA Oncology BANNER ADS

Product Type	10% SOV Only
Run of Site	\$3,800 Flat Rate
Interstitials	Included
Ads on Articles	Included
Mobile	Included
User Affinity	\$125 CPM or \$250 Flat Rate / Country
International Only	\$125 CPM or \$250 Flat Rate / Country

Product Types: US Domestic Geo Targeting is not offered in this publication.

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Oncology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$4,400	36,027	\$4,400	66,150
ONLINE FIRST	\$3,400	30,834	\$3,400	60,324

### Other Publication Oncology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Oncology Targeting	\$3,200	8,704	\$3,700	19,638
JAMA OLF   Oncology Targeting	\$3,200	8,766	\$3,700	21,290
JN Highlights   Oncology Targeting	\$3,500	30,599	\$3,500	44,749

JAMA Oncology

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

## Print Circulation & Specifications

All pricing is Net

Distribution	Circulation	Covertip & Outsert Production
Full Run	13,175	15,800
50% Circulation	6,588	TBD
LIST MATCH - Allowed	Custom	TBD

### Issues and Closing Dates

Month	Space Deadline	Materials Deadline
Jan	12/12/23	12/18/23
Feb	01/11/24	01/18/24
Mar	02/16/24	02/22/24
Apr	03/15/24	03/21/24
May	04/12/24	04/18/24
Jun	05/16/24	05/22/24
Jul	06/12/24	06/18/24
Aug	07/12/24	07/18/24
Sep	08/15/24	08/21/24
Oct	09/13/24	09/19/24
Nov	10/18/24	10/24/24
Dec	11/13/24	11/19/24

### Print Material Specs

Size	Width	Depth
Full Page Bleed	8.125"	10.75"
Half Page v	3.45"	9.6875"
Half Page h	7.0"	4.625"
Quarter Page	3.45"	4.625"

Full Page trim: 7.875" x 10.5"  
 Design should leave a safety area for the text  
 0.25" from trim edge

### SURCHARGE OVERVIEW – ONC Only

Color	Flat Rate
Black & White	No Charge
Full Color	\$1,800
Mechanical	Flat Rate
Insert	\$655
Second Insert	\$330
Tip/Out Production	TBD
Targeting	Flat Rate
List Match Charge	\$1,500
Rematch Charge	\$750

### PREMIUM POSITION SURCHARGES – ONC Only

Position Name	Flat Rate
2 <sup>nd</sup> Cover (Front Inside)	\$1,800
4 <sup>th</sup> Cover (Back & Inside)	\$2,500
Opposite 1 <sup>st</sup> TOC	\$1,000
Opposite 1 <sup>st</sup> Reading	\$1,000
Other Requested Positions	\$1,000

### Product Information PI DISCOUNT – ONC Only

- PI Data Page will use standard rate B&W for pages 1-2
- 3+ Pages of PI Data will receive an additional 50% Discount

Digital and Print Advertising

Impact Factor: 28.4  
 Ranking: #10 of 241  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 280,000  
 Avg. Email Opt-In: 37.07%

All pricing is Net

## Print | Rate Card

### JAMA Oncology Run of Book (ROB)

#### FULL PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$3,536
6x	\$3,395
12x	\$3,253
24x	\$3,182
36x	\$3,112
48x	\$3,006
72x	\$2,829

#### HALF PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$2,474
6x	\$2,375
12x	\$2,276
24x	\$2,227
36x	\$2,177
48x	\$2,103
72x	\$1,979

#### QUARTER PAGE

Frequency	Rate
<b>FLAT RATE</b>	\$1,154

#### LIST MATCH

- Distribution targeting by physician level data
- Only allowed on distribution list size less than 50% of full run. If greater than, Full Run rate applies

Distribution	Circulation
Full Run	13,175
50% Circulation	6,588

#### SURCHAGE

Targeting	Flat Rate
List Match Charge	\$1,500

#### LIST MATCH FULL PAGE ONLY

Frequency	Rate
<b>OPEN RATE 1X</b>	\$2,829
6x	\$2,716
12x	\$2,603
24x	\$2,546
36x	\$2,490
48x	\$2,405
72x	\$2,263

#### COVER TIPS

#### OUTSERTS

Page Increment	COVER TIPS		OUTSERTS	
	49% or Less	50% - Full Run	49% or Less	50% - Full Run
2	\$15,996	\$26,659	\$8,271	\$13,784
4	\$18,662	\$31,105	\$9,454	\$15,757
6	\$19,934	\$33,223	\$10,398	\$17,330
8	\$20,694	\$34,490	\$11,818	\$19,695
10	\$21,429	\$35,716	\$12,996	\$21,660

Digital Advertising Only

Impact Factor: 8.1  
 Ranking: #3 of 62  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 240,400  
 Avg. Email Opt-In: 37.16%

All pricing is Net

## Digital | Rate Card

### JAMA Ophthalmology BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Ophthalmology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$1,600	24,900	\$1,600	47,291
ONLINE FIRST	\$1,300	20,423	\$1,300	42,278

### Other Publication Ophthalmology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Ophthalmology Targeting	\$1,200	6,343	\$1,700	13,161
JAMA OLF   Ophthalmology Targeting	\$1,200	6,389	\$1,700	14,127

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

## Print Circulation & Specifications

All pricing is Net

Distribution	Circulation	Covertip & Outsert Production
Full Run	9,488	15,800
50% Circulation	4,744	TBD
JAMA Ophth – Retina List	2,470	3,000
LIST MATCH - Allowed	Custom	TBD

### Issues and Closing Dates

Month	Space Deadline	Materials Deadline
Jan	12/11/23	12/15/23
Feb	01/18/24	01/24/24
Mar	02/15/24	02/21/24
Apr	03/14/24	03/20/24
May	04/11/24	04/17/24
Jun	05/15/24	05/21/24
Jul	06/11/24	06/17/24
Aug	07/18/24	07/24/24
Sep	08/14/24	08/20/24
Oct	09/12/24	09/18/24
Nov	10/17/24	10/23/24
Dec	11/12/24	11/18/24

### Print Material Specs

Size	Width	Depth
Full Page Bleed	8.125"	10.75"
Half Page v	3.45"	9.6875"
Half Page h	7.0"	4.625"
Quarter Page	3.45"	4.625"

Full Page trim: 7.875" x 10.5"  
 Design should leave a safety area for the text  
 0.25" from trim edge

### SURCHARGE OVERVIEW – OPHTH Only

Color	Flat Rate
Black & White	No Charge
Full Color	\$1,800
Mechanical	Flat Rate
Insert	\$655
Second Insert	\$330
Tip/Out Production	TBD
Targeting	Flat Rate
List Match Charge	\$1,500
Rematch Charge	\$750

### PREMIUM POSITION SURCHARGES – OPHTH Only

Position Name	Flat Rate
2 <sup>nd</sup> Cover (Front Inside)	\$900
4 <sup>th</sup> Cover (Back & Inside)	\$1,100
Opposite 1 <sup>st</sup> TOC	\$400
Opposite 1 <sup>st</sup> Reading	\$400
Other Requested Positions	\$400

### Product Information PI DISCOUNT – OPHTH Only

- PI Data Page will use standard rate B&W for pages 1-2
- 3+ Pages of PI Data will receive an additional 50% Discount



Digital Advertising Only

Impact Factor: 8.1  
 Ranking: #3 of 62  
 Frequency: Monthly 12 issues

Online Mo Avg Pageview: 240,400  
 Avg. Email Opt-In: 37.16%

All pricing is Net

## Print | Rate Card

### JAMA Ophthalmology Run of Book (ROB)

#### FULL PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$2,207
6x	\$2,119
12x	\$2,030
24x	\$1,986
36x	\$1,942
48x	\$1,876
72x	\$1,766

#### HALF PAGE

Frequency	Rate
<b>OPEN RATE 1X</b>	\$1,672
6x	\$1,605
12x	\$1,538
24x	\$1,505
36x	\$1,471
48x	\$1,421
72x	\$1,338

#### QUARTER PAGE

Frequency	Rate
<b>FLAT RATE</b>	\$1,051

#### LIST MATCH

- Distribution targeting by physician level data
- Only allowed on distribution list size less than 50% of full run. If greater than, Full Run rate applies

Distribution	Circulation
Full Run	9,488
50% Circulation	4,744
Retina List	2,470

#### SURCHARGE

Targeting	Flat Rate
List Match Charge	\$1,500

#### LIST MATCH FULL PAGE ONLY

Frequency	Rate
<b>OPEN RATE 1X</b>	\$1,766
6x	\$1,695
12x	\$1,625
24x	\$1,589
36x	\$1,554
48x	\$1,501
72x	\$1,413

Page Increment	COVER TIPS		OUTSERTS	
	49% or Less	50% - Full Run	49% or Less	50% - Full Run
2	\$12,671	\$21,119	\$7,342	\$12,237
4	\$14,786	\$24,642	\$8,392	\$13,988
6	\$15,793	\$26,322	\$9,230	\$15,383
8	\$16,394	\$27,323	\$10,490	\$17,482
10	\$16,978	\$28,297	\$11,536	\$19,227

Digital Advertising Only

Impact Factor: 7.8  
Ranking: #1 of 43

Online Mo Avg Pageview: 227,700  
Avg. Email Opt-In: 37.76%

All pricing is Net

## Digital | Rate Card

### JAMA Otolaryngology BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Otolaryngology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$1,500	24,685	\$1,500	46,334
ONLINE FIRST	\$1,200	21,313	\$1,200	42,720

### Other Publication Otolaryngology EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Otolaryngology Targeting	\$1,200	4,228	\$1,700	7,819
JAMA OLF   Otolaryngology Targeting	\$1,200	4,250	\$1,700	8,409

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

Digital Advertising Only

Impact Factor: 26.1  
Ranking: #2 of 130

Online Mo Avg Pageview: 445,600  
Avg. Email Opt-In: 36.73%

All pricing is Net

## Digital | Rate Card

### JAMA Pediatrics BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

JAMA Pediatrics

### JAMA Pediatrics EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$2,800	62,643	\$2,800	104,231
ONLINE FIRST	\$2,500	53,993	\$2,500	96,111

### Other Publication Pediatrics EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Pediatrics Targeting	\$1,200	20,271	\$1,700	32,835
JAMA OLF   Pediatrics Targeting	\$1,200	20,379	\$1,700	34,977
JN Highlights   Pediatrics Targeting	\$2,500	46,729	\$2,500	60,902

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

Digital Advertising Only

Impact Factor: 25.8  
Ranking: #3 of 155

Online Mo Avg Pageview: 466,000  
Avg. Email Opt-In: 37.76%

All pricing is Net

## Digital | Rate Card

### JAMA Psychiatry BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Psychiatry EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$2,500	53,975	\$2,500	87,270
ONLINE FIRST	\$1,900	44,285	\$1,900	77,869

### Other Publication Psychiatry EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Psychiatry Targeting	\$1,200	19,290	\$1,700	29,691
JAMA OLF   Psychiatry Targeting	\$1,200	19,662	\$1,700	31,780
JN Highlights   Psychiatry Targeting	\$2,000	33,127	\$2,000	40,807

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

Digital Advertising Only

Impact Factor: 16.9  
Ranking: #1 of 212

Online Mo Avg Pageview: 372,400  
Avg. Email Opt-In: 38.06%

All pricing is Net

## Digital | Rate Card

### JAMA Surgery BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Surgery EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
ETOC	\$2,200	63,896	\$2,200	104,826
ONLINE FIRST	\$1,900	58,322	\$1,900	99,297

### Other Publication Surgery EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
JAMA ETOC   Surgery Targeting	\$1,200	21,456	\$1,700	36,002
JAMA OLF   Surgery Targeting	\$1,200	21,170	\$1,700	37,861

- Rich Media not supported
- Impression Tracker Pixels Supported

Digital Advertising Only

Impact Factor: 13.8  
Ranking: #6 of 60

Online Mo Avg Pageview: 1.3M  
Avg. Email Opt-In: 39.26%

All pricing is Net

# Digital | Rate Card

## JAMA Network OPEN BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

## SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

## JAMA Network OPEN EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
New This Week   Every Wednesday	\$1,500	68,551	\$1,500	128,557
New This Week   Every Friday	\$1,500	68,551	\$1,500	128,557
New This Month   1x Monthly	\$1,500	67,837	\$1,500	129,102

## Other Publication OPEN ACCESS EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
Health Policy & Health Forum   Combo	\$1,000	19,422	\$1,000	26,879

JAMA Network OPEN

## SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

Digital Advertising Only

Impact Factor: 11.5  
Ranking: #1 of 116

Online Mo Avg Pageview: 99,100  
Avg. Email Opt-In: 46.89%

All pricing is Net

## Digital | Rate Card

### JAMA Health Forum BANNER ADS

Product Type	CPM
Run of Site	\$110
Interstitials	\$225
Geo Targeting	\$130
Ads on Articles	\$145
Mobile	\$110
User Affinity	\$250
International Only	\$25 Surcharge added to product type CPM

### SIZES & SPEC Banner Ads

- Standard Banner Sizes  
728x90 | 300x250 | 300x600 | 120x600 | 160x600
- 60k standard file load size
- Rich media max expanded dimensions/  
Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- Expansion collapse: mouse-off
- 60k max initial file load size
- 100k subsequent max polite file load size

### JAMA Health Forum EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
Health Policy & Health Forum   Combo	\$1,000	19,422	\$1,000	26,879

### Other Publication OPEN ACCESS EMAIL ALERTS

Product Type	DOMESTIC		GLOBAL	
	Flat Rate	Opt-In	Flat Rate	Opt-In
New This Week   Every Wednesday	\$1,500	68,551	\$1,500	128,557
New This Week   Every Friday	\$1,500	68,551	\$1,500	128,557
New This Month   1x Monthly	\$1,500	67,837	\$1,500	129,102

### SIZES & SPEC Email Alert Banner

- 728x90 standard banner size
- 60k max file size
- File type accepted: GIF, Animated, JPEG
- Rich Media not supported
- Impression Tracker Pixels Supported

# 2024 Recruitment Net Rate Card

All pricing is Net





Print, Digital &amp; Job Board

2023 YTD

Total Job Views: 402,027

Total Applications: 10,512

Online Mo Avg Impressions: 205,000

Total Pageviews: 1,455,300

Job Seekers

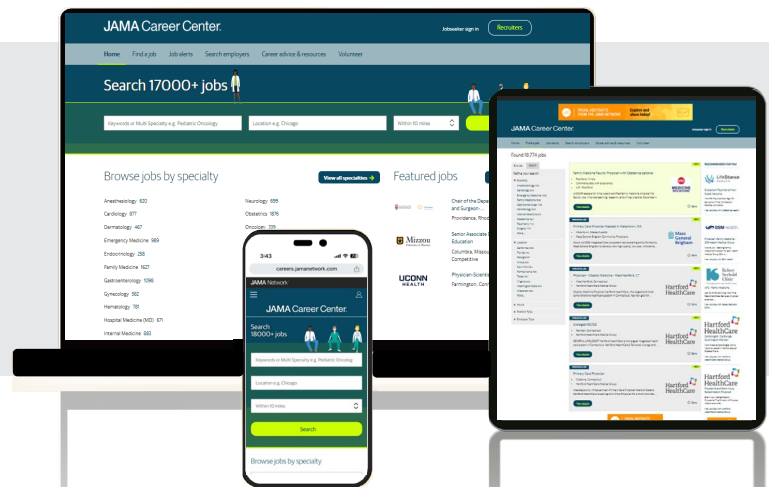
Consistent Post Flow

Attention Seeking

Difficult to Fill

Highly Challenging  
to Fill

Job Hires



## 4 Types of Recruitment Products servicing all layers of the Physician Recruitment Funnel

### 1 | Job Board Products

**Volume Site Wrap | Scrape:** Consistent daily flow of all live active jobs.

**Multi-Job Packs:** Pick and choose posts for 30-Day, 60-Day, 90 Day and even 365-Day.

### 2 | Job Seeker Digital Banner Ads

**Power Position:** Targeted Display Impressions that identify and promote specific jobs to physicians on the JAMA Network.

### 3 | JAMA Print Recruitment Ads

**Run of Book Display:** Ads within JAMA or Specialties.

**Word Block:** Classified ad units within JAMA.

### 4 | Native Content

*JAMA Career Center* client curated content to share HCP recruitment stories.

[Print, Digital & Job Board](#)

2023 YTD

Total Job Views: 402,027  
Total Applications: 10,512

Online Mo Avg Impressions: 205,000  
Total Pageviews: 1,455,300

## Recruitment | Digital Rate Card

Volume Site Wrap | Scrape

Number of Jobs per Mo.	Base Price per Mo.
10 – 25	\$1,654
26 – 50	\$2,997
51 – 100	\$3,638
101 – 250	\$4,630
251 – 500	\$5,623
500 – 1,000	\$6,615
1,001 - Unlimited	\$7,497

\*Separate pricing for 1,001+ Staffing Firms

### Benefits

- **Consistent daily flow** into the active job postings.
- Postings updated daily from ATS or API feed.
- Full access to the network passive audience widget.
- Full access recruiter account with daily reporting on views and applications.

Includes:

- **Promoted Post** Upgrade.
- Inclusion in the **Recommended For You** widget
- Featured Employer section inclusion
- Company Profile and Logo

Contact your Sales Rep for **Site Wrap | Scrape**

**Discounts for 3-Mo, 6Mo, 9-Mo, and 12-Mon Duration**

### Job Packs

Description	Price
30-Day 3 Pack	\$1,490
30-Day 6 Pack	\$2,889
30-Day 12 Pack	\$5,475
30-Day 24 Pack	\$10,341
60-Day 3 Pack	\$2,552
60-Day 6 Pack	\$4,955
60-Day 12 Pack	\$9,498
60-Day 24 Pack	\$17,775
90-Day 3 Pack	\$2,835
90-Day 6 Pack	\$5,550
90-Day 12 Pack	\$10,743
90-Day 24 Pack	\$20,291

### Benefits

- Allows for **pick and choose** when to post.
- Jobs remain on account to active for 1 year.
- Full access to the network passive audience widget.
- Manual posting with recruiter profile or rep support.
- Access for multiple posts without need for ATS/API.
- 90-Day packs can be repurposed.

Includes:

- **Premium Post** Upgrade
- **Featured Job** section inclusion
- Company Profile and Logo

Contact your Sales Rep for **Job Pack  
Upgrades and Discounts**

**ALSO AVAILABLE** – Single Jobs, Single Job Bundles, 365-Day Postings, and A-La-Carte Upgrades

Print, Digital & Job Board

2023 YTD

Total Job Views: 402,027  
Total Applications: 10,512

Online Mo Avg Impressions: 205,000  
Total Pageviews: 1,455,300

## Recruitment | Digital Rate Card

### Power Position Packs

Pack Size	Impressions per Unit	Base Price per Mo.
1 Pack	4,000	\$800
6 Pack	4,000 per unit	\$3,000
12 Pack	4,000 per unit	\$5,500
24 Pack	4,000 per unit	\$10,000
Custom Affinity Targeting	TBD Impressions	\$200 CPM

### Benefits

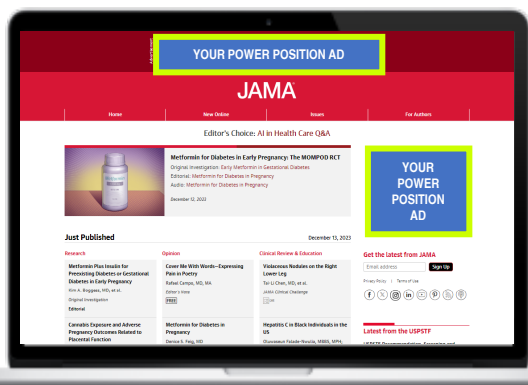
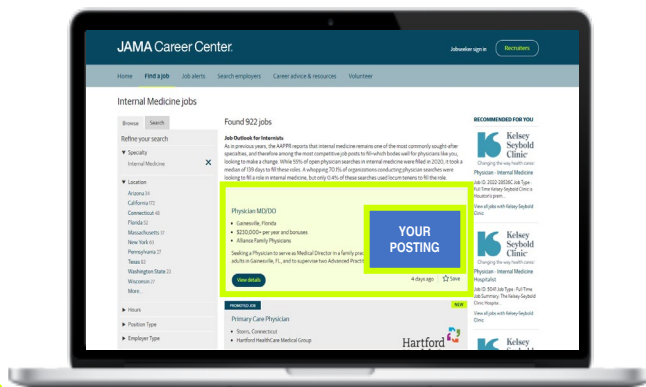
- **Identify and Promote** jobs that need extra attention.
- **Targeted Display Impressions** boosted to both Passive and Active job seekers.
- Drives traffic directly from your ad to your posting.

Includes:

- Creative Design
- Specialty, Geography or Job Title targeting

### Step 1

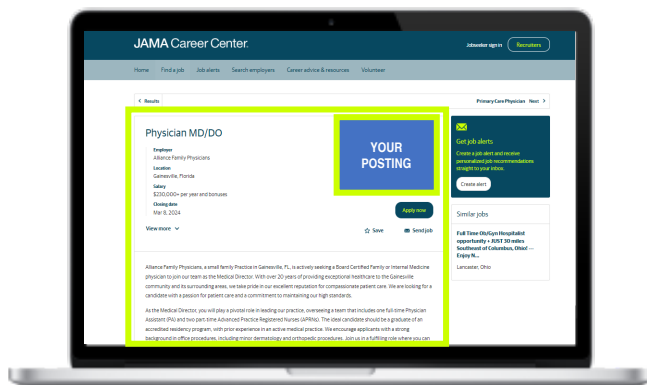
Identify which live posting needs a boost. Our team will align the needs of that listing and job title with custom targeting and creative for your power position.



### Step 2

Display ads serve to passive physicians while they read and engage with content across all the network online publications.

Targeting allows your ad to only serve those reading content aligns with your specific posting requirements.



### Step 3

Your ad visually promoted your brand identity and the posting by **Title and Details**.

Physicians are encouraged to **Click to Apply** and then are redirected to your Application Page.

Print, Digital & Job Board

2023 YTD

Total Job Views: 402,027

Total Applications: 10,512

Online Mo Avg Impressions: 205,000

Total Pageviews: 1,455,300

## Recruitment | Print Rate Card

All pricing is Net

JAMA Run of Book (ROB) | Full Run 124,110

### FULL PAGE

Frequency	Rate
OPEN RATE 1X	\$8,662

### HALF PAGE

Frequency	Rate
OPEN RATE 1X	\$5,888

### QUARTER PAGE

Frequency	Rate
OPEN RATE 1X	\$3,115

Specialty Journals | **DERM** 14,226 | **NEURO** 4,720 | **ONC** 13,175 | **OPHTH** 9,488

### FULL PAGE

Frequency	Rate
OPEN RATE 1X	\$1,918

### HALF PAGE

Frequency	Rate
OPEN RATE 1X	\$1,342

### QUARTER PAGE

Frequency	Rate
OPEN RATE 1X	\$959

### SURCHAGE

Type	Flat Rate
List Match Charge	\$1,500
Color	\$1,800

All Recruitment Print with JOB TITLE focus Includes::

**30-Day Job Posting** with Top Job Upgrade, Featured Employee, Logo & Company Profile. Ask your sales rep for details.

### JAMA Classified Section Only

#### Single Use WORD BLOCK Bundle

Block Size	Word Count	Rate
<b>Small Block</b>	30 – 40 Words	\$352
<b>Medium Block</b>	41 – 60 Words	\$528
<b>Large Block</b>	61 – 80 Words	\$704
<b>XLarge Block</b>	81-110 Words	\$968
<b>Jumbo Block</b>	111+ Words	\$1,355

Any block or block bundle less than 30 words must pay small block rate.

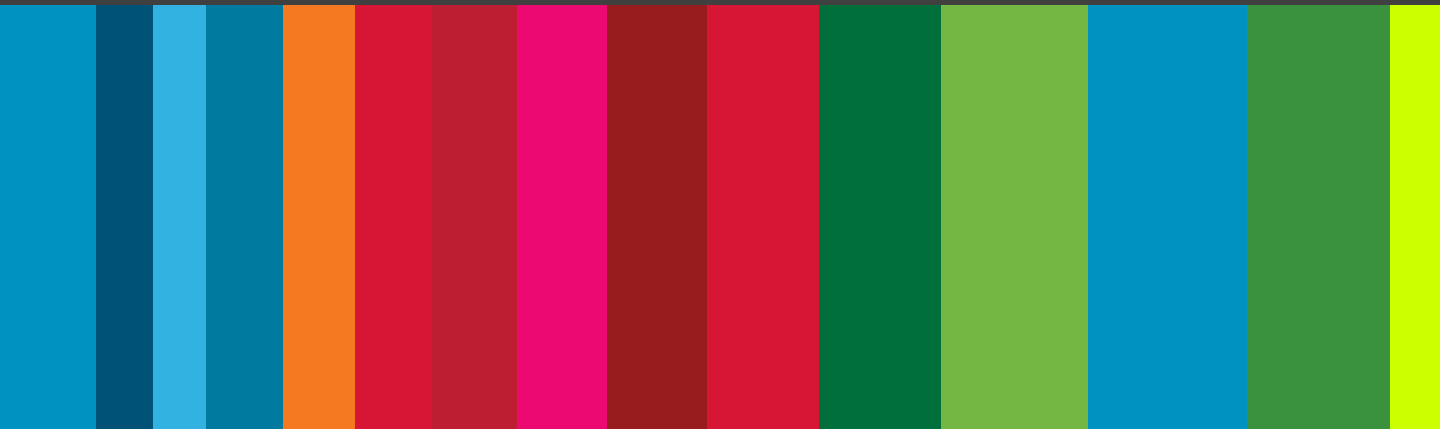
#### 30-Day WORD BLOCK Bundle

Block Size	Word Count	Rate
<b>Small Block</b>	30 – 40 Words	\$975
<b>Medium Block</b>	41 – 60 Words	\$1,458
<b>Large Block</b>	61 – 80 Words	\$1,945
<b>XLarge Block</b>	81-110 Words	\$2,675
<b>Jumbo Block</b>	111+ Words	\$3,745

Includes:

**30-Day Job Posting** with Logo & Company Profile.

# Savings Programs & General Information



# Advertising Incentives

JAMA Network Advertising Sales offers advertisers and agencies **consultative media** assistance, with incentives for digital advertising.

The JAMA Network is a digital first publisher. As our market approach to audience engagement continues to grow in the digital marketplace, so do the opportunities for advertisers to align their message with this physician centric audience.

Ask your sales representative what digital or digital and print bundle options are available for your campaign.

Our team can customize an advertising schedule for any size budget and provide you access to one of the best physician advertising networks in medicine.



# ASP Advertising Savings Program

**Eligible Advertisers:** Pharmaceutical & Devices Team agencies and direct advertisers | Health Systems & Recruitment Team agencies, staffing firms and direct advertisers

**Effective Date & Term:** January 1<sup>st</sup>, 2024 | 1-Year term from start of contract

## PROGRAM DETAILS

Advertising Savings Program (ASP), is a **revenue-based** contract between the advertiser and/or agency and the JAMA Network.

Initial spending level commitment is calculated based on rate card pricing and sales negotiation with sales representative. Commitment level is confirmed with contractual agreement prior to Promotions, Discounts & ASP applied, at currently effective rates and conditions in any of the print and online publications.

Only recognized advertiser parent companies and/or agency of record and their subsidiaries are eligible. This program needs Director Approval to allow purchasing agency use on behalf of advertiser with confirmation of AOR.

ASP Discount is not automatic and is only applicable if contract is authorized by all necessary parties.

Departmental business rules per market category apply and may influence which product types are eligible for use; print type, digital type or recruitment.

Recruitment Job Board products are not commonly eligible for ASP and require management discussion, subject to Director Approval for ASP inclusion.

JAMA Network has the right to decide when ASP contract is applicable per advertiser detail, product type and requirement.

Business rules are subject to change.

### ASP Revenue Levels Pharmaceutical & Devices

Level	Revenue Estimate	Rate
1	\$100,000 – 500,000	2% OFF
2	\$500,000 +	4% OFF

### ASP Revenue Levels Health System & Recruitment

Level	Revenue Estimate	Rate
1	\$10,000 - 25,000	4% OFF
2	\$50,000	8% OFF
3	\$75,000	10% OFF
4	\$100,000	12% OFF
5	\$150,000	15% OFF
6	\$200,000 +	20% OFF

ASP can be used with other 'allowed combination discounts' and management awareness. Contract is valid over the 1-Year commitment term for the same advertiser, including multiple campaigns. At end of contract term, rate attribution based on contractual fulfillment will be determined by management, if required.

Print, Digital and Recruitment products for both Pharma and HSR advertisers are subject to team business rules.

# Recruitment Only Discounts

**Eligible Advertisers:** Health Systems & Recruitment Team agencies, staffing firms and direct advertisers with proof of required discount association

**Effective Date & Term:** January 1<sup>st</sup>, 2024 | 1-Year term from start of contract

## PROGRAM DETAILS

**AAPPR 10% Discount** applies to any advertising of an AAPPR association member, as the advertiser, staffing firm and/or agency.

AAPPR member and sales representative must ensure that there is proof of AAPPR Membership or proof of Recruitment Conference attendance is on record.

Only recognized advertiser parent companies and/or agency of record and their subsidiaries are eligible.

AAPPR member discount is not automatic and is only applicable if proof of membership or event attendance is authorized by necessary parties.

Departmental business rules per market category apply and may influence which product types are eligible for use; print type, journal or recruitment.

JAMA Network has the right to decide when AAPPR discount is applicable per advertiser detail, product type and requirement. AAPPR has not influence or baring on JAMA Network policy, discount approval or eligibility.

Business rules are subject to change.

### AAPPR Discount All Advertising

Name	Discount
AAPPR Member Discount	10% OFF

AAPPR member discount can be used in combination with other JAMA Network approved incentives at the discretion of JN sales representation and management.



# Recruitment Only Discounts

**Eligible Advertisers:** Health Systems & Recruitment Team agencies, staffing firms and direct advertisers with proof of required discount association

**Effective Date & Term:** January 1<sup>st</sup>, 2024 | 1-Year term from start of contract

## PROGRAM DETAILS

**JAMA Career Center job board site wrap/scrape applies customer tiered discount based on posting volume.**

JAMA Career Center job board encourages the use of API and ATP integration for a consistent live feed of job postings. Monthly commitment is required for a minimum of 3 months with applicable duration discounts based on length of agreement.

Only recognized advertiser parent companies and/or agency of record and their subsidiaries are eligible.

Departmental business rules per market category apply and may influence which recruitment type customers are eligible for site wrap/scrape product use. .

JAMA Network has the right to decide when site wrap/scrape is applicable per advertiser detail, product type and requirement.

Business rules are subject to change.

### Site Wrap/Scrape Discount Job board with API feed only

Commitment	Discount
3-Mo Duration	10% OFF
6-Mo Duration	15% OFF
9-Mo Duration	20% OFF
12-Mo Duration	25% OFF

**Also Included |** Logo & Promoted Upgrade, Feature in the *Recommended for You* job widget, Featured Employer and Company Profile

Staffing Firm volume is subject to review based on feed size and may qualify only for dedicated staffing site wrap/scrape pricing with certain upgrades above excluded.

Site Wrap/Scrape tiered discount is automatic with the agreement of the duration term. Staffing Firm review is required based on volume for certain offers to apply.

AAPPR member discount can be used in combination with site wrap/scrape discount and other JAMA Network approved incentives at the discretion of JN sales representation and management.

# Print Specifications

## 1| Issues and Closing Dates

JAMA is published weekly. The specialty journals are published monthly. See individual journal pages for insertion dates, space, order entry deadline and material deadline.

## 2| Print Advertising: Production and Delivery

### Print Ready Digital Files

The preferred digital file format is: PDFX-1a

### Digital Proofing

- Color proofs made from supplied files and meeting SWOP specifications must be provided with data files.
- Include 6 mm 100%, 75%, 50%, 25%, 5% C, M, Y, K patches on color proof.
- Black text and LW file are to be merged and overprint the 3/C underneath.
- Keep all registration marks, color bars, and crop lines outside of 4C bleed.

For processing of formats not listed, contact [Debra Camp](mailto:deb.camp@jamanetwork.com), deb.camp@jamanetwork.com, (312) 464-5713

### Instructions/Standards

- All images/scans and Pantone colors must be in CMYK mode.
- Four-color solids should not exceed SWOP density of 340%.
- When supplying digital ads in spread format, it is preferred they be sent as a spread rather than single pages.
- Single-page image area should be no more than trim plus bleed.
- Keep all registration marks, color bars, and crop lines outside of 4C bleed.
- All digital files will be retained for twelve months.

### Labeling Requirements

- Issue date, advertiser name, and ad number.
- Agency name, agency contact, and phone number.
- Return address for materials. Discs can be returned to the agency after the ad, in its final form, has been digitally archived by the printer. Printer prefers to keep the original disc until the press run has been successfully completed.
- Directory printout of disc contents must be included.

### Digital File Delivery

**Preferred:** Email your ad (or the link) to [Michael Deegan](mailto:michael.deegan@jamanetwork.com) at michael.deegan@jamanetwork.com. Please include in the email the specific name of the journal and issue in which your ad is running. (Note: JAMA is a weekly, Specialties are monthly).

**Additional method:** Send digital files, progressive proof, SWOP standard color proof conversion material, and color patches in wrapper marked with date of issue to:

Mike  
Strzyzewski/Imaging  
mjstrzyzews@quad.com  
(262)-673-1494

(Publication and Issue Date)  
Sussex BlueSoho  
N64W23110 Main Street  
Sussex, WI 53089

## 3| Covertip and Outsert Overview

### Covertip-Subject to Editorial Approval

- The issue with cover tip will be poly bagged (included in price)
- Maximum circulation is equivalent to the full run for each Journal stated in the Rate Card circulation documentation.
- Regular production deadlines apply.
- Cover Tips over 1/4" thickness may be rejected or may need additional manufacturing; multiple pages must be tabbed closed. Do not use perforated tabs; pita pockets must be tabbed closed. Do not use perforated tabs.

### Covertip Specs: Size & Stock

Maximum Size: 7" w x 5" h  
Minimum size: 4.5" w x 4" h  
Preferred Stock: 80# textbook  
Maximum Weight: 8pt or 120#  
Bleed 1/8" (7-1/4 x 5-1/4)  
Margin for live matter is 3/8" from trim edge

### Outsert | Poly Bagging Subject to Editorial Approval

- Ad materials may mail with the publication inside a poly bag. Issue with outsert will be poly bagged (included in the price)
- Regular production deadlines apply.
- Materials may include: outserts, dosage cards, sell sheets, and brochures. Materials will run off the back cover. For other items contact sales representative.
- Outserts over 1/4" thickness may be rejected or may need additional manufacturing; multiple pages must be tabbed closed. Do not use perforated tabs.
- Outserts with a pita pocket must be tabbed closed. Do not use perforated tabs.

### Outsert Specs: Size & Stock

Maximum Size: 7 7/8" x 10 3/4" (trimmed size of publication)  
Minimum Size: 4.5" x 4"  
Preferred Stock: 80# textbook  
Maximum Weight for 2 page outsert: 16 pt

**Required Spoilage:** Covertip production quantity is provided within the circulation section of the rate card for each journal.  
0-25,000 = 20%; 25,001-50,000 = 15%; 50,001-100,000 = 10%  
Over 100,000 = 7%

### JAMA Covertips & Polybag

**Shipping** (Materials only. Label w/ journal, issue date, advertiser, brand and count.) Ship to:

Ce Weeklies JAMA  
Quad/Graphics, Inc.  
1900 W. Sumner Street  
Hartford, WI 53027

**Samples** (Sample, label with journal/issue/advertiser & brand) Send to:

Todd Kelly, Finishing  
Quad  
N61 W23044 Harry's Way  
Sussex, WI 53089

### Specialty Journal Covertips & Polybag Shipping

(Materials only. Label w/ journal, issue date, advertiser, brand and count.) Ship to:

Quad Printing  
N61 W23044 Harry's Way  
Sussex, WI 53089

### Shipping Information & Samples Only to:

**Denise Steinhauser**  
American Medical Association  
330 N. Wabash Avenue  
Chicago, IL 60611-5885

# Digital Specifications

## 1| Creative Deadline

Creative material is due via email to JAMA Network **Online Advertising Services** (email: [online-advertising@jamanetwork.com](mailto:online-advertising@jamanetwork.com)) a minimum of 7 business days prior to campaign/placement launch .

## 2| Digital Specs

### Standard Banner Sizes

Leaderboard 728x90, Cube 300x250, Half Page 300x600, Skyscraper 120x600, Wide Skyscraper 160x600

- 60k standard file load size
- Rich media max expanded dimensions. Direction 728x270/down
- Max number of 3 panels
- User initiated expansion: mouse-over
- 60k max initial file load size
- 100k subsequent max polite file load size
- A maximum of 5 Click-through URL's are permitted. Advertisement must link directly to client website, which must clearly display the sponsoring company/entity. Linking to 3rd party websites or interstitial registration pages is not permitted
- Expansion collapse: mouse-off
- Expansion Sizes and Direction

Standard Banner Size	Max Expand Dimensions / Direction
728x90	728x270 / Down
160x600	400x600 / Left
300x600	400x600 / Left
300x250	500x250 / Left

For question on digital specifications, contact [Sharon Goldsmith, sharon.goldsmith@jamanetwork.com](mailto:Sharon.Goldsmith@jamanetwork.com)

## 3| Digital Placement Type and Positioning

### Placement Type Definitions

- **Run of Site (ROS):**  
Banner Placements on one, or more, of the JAMA Network sites. Special Targeting options available, include, Geo-Targeting, User Content "Affinity", Mobile-only.
- **Ads on Articles:**  
Banner Placements on one, or more, of the JAMA Network sites. Banners targeted to only Article content pages.
- **Interstitials:**  
Sole banner placement within single position page that surfaces to visitors on page load. Page content is obscured to ensure maximum focus on centered banner placement.
- **Email Content Alerts:**  
Top Position placement on JAMA Network Email Content Alert. Alert types include ETOC, Key Content, Online First Release options.

- **Affinity Targeting:**  
Special Targeting available for site placements that serves banners based on identified clinical/subject affinities of site visitors
  - **Riser:**  
728x90 placement on JAMA Network research content article pages. Banner "rises" from bottom of page to float over content.
  - **Mobile:**  
Placement on Mobile/Smartphone screen sizes formatted using responsive design.
- ### Positioning
- **Homepage:**  
Desktop: Leaderboard (top page), Cube (right rail), Leaderboard (anchor)  
Mobile: Cube Inline below featured article
  - **TOC or Article List Pages:**  
Desktop: Leaderboard (top page), Skyscraper or Wide Skyscraper, Cube or Half Pg (right rail), Leaderboard (anchor)  
Mobile: Cube Inline below featured abstract
  - **Non-Research Article:**  
Desktop: Leaderboard (top page), Cube/or Half Pg (right rail), Leaderboard (anchor)  
Mobile: Cube or Half Pg Inline below featured abstract, Cube (anchor)
  - **Research Article (Split Screen View):**  
Desktop: Skyscraper or Wide Skyscraper, Cube or Half Pg (right rail), Leaderboard (riser)  
Mobile: Cube Inline below featured abstract,
  - **Interstitial:**  
Desktop: Cube (content background blackout)

## 4| Format Requirements

Accepted File Formats include HTML, HTML5, GIF, Animated GIF, JPEG, 3<sup>rd</sup> Party Ad tags. Review is required with JAMA Network Revenue Operations if a different file format is required.

Ad banner placements throughout online are served through an iframe. If Expandable materials are to be served via 3rd Party, please identify and provide appropriate iframe buster file.

Rich Media materials must include a default static back-up ad file submitted with campaign. Rich Media materials can not be set to 'Auto-Play'. Expansion, video-start and audio-start must be user initiated.

Multiple Hyperlink Policy: Maximum of 5 Click-through URL's are permitted. Advertisement must link directly to client website, which must clearly display the sponsoring company/entity. Linking to 3rd party websites or interstitial registration pages is not permitted.

Ad Blocking: Contextual or Domain-Domain ad blocking is accepted. Ads cannot be uploaded on the backend without prior approval.

Due to our scientific content, we request clients "Whitelist" our sites.

# 2024 Advertising Policy Terms & Conditions



# Print POLICY

## 1| Effective Term

The 2024 Advertising Rate Card is effective for order placement across all products starting January 1<sup>st</sup>, 2024. Advertising on ASP or FSP Agreement has a term of 1-Year from the start of the contract. This allows the 2024 rate to be honored into the following year per contract duration. Advertising schedules/campaigns (regardless of contract) that are agreed upon for commitment in the current year are authorized to use the 2024 rate to honor the commitment into the following year.

## 2| Net Rate Pricing

Starting January 1<sup>st</sup>, 2024, all advertising product pricing is Net and will not include Agency Commission. Gross markup off rate card pricing must be done independently and will not be applicable for internal order entry. Therefore, presented rates are non-commissionable. Agency and Staffing representatives are responsible for payment of the net rate structure on behalf of their advertiser/client representative. JAMA Network is not responsible for agency commissions and gross mark-ups made between agency and advertiser.

Customers that require gross billing terms will need review by Director of Advertising and are not guaranteed gross billing allowance. Should gross billing be approved, the appropriate agency commission percentage will require waiver documentation through management and will be applied as a surcharge to the started Net rate card value.

Prepayment of the initial schedule by check, WT/ACH or credit card (Visa, Mastercard, and American Express accepted) is required of first-time advertisers depending on the policy of the departmental rules of the market structure of the team assigned. Invoicing is subject to credit approval.

## 3| Advertising Acceptance Policy

JAMA Network advertising is subject to approval by the American Medical Association. All ads must clearly and prominently identify the advertiser in accordance with any legal or regulatory requirements within the advertiser industry. Failure to adhere to external legal or governmental requirements is at the sole ownership of the advertiser.

We reserve the right to decline, withdraw, and/or edit copy at our sole discretion.

The JAMA Network reserves the right to accept or decline placement request for premium position, pagination placement and upgrade opportunities. Advertiser requests for specific placement are not guaranteed and are subject to review for acceptance. Advertising that does not run in designated placement, is subject to review for make good or billing adjustment by JAMA Network management and is not guaranteed.

Advertising orders are accepted subject to the terms and conditions set forth in *Principles Governing Advertising in Journals of the American Medical Association*.

Contact your JAMA Network sales representative for a copy of these principles or find them on our web site at [www.jamanetwork.com](http://www.jamanetwork.com)

## 4| Availability Policy

The JAMA Network reserves the right to determine insert placement for premium position, pagination placement and upgrade opportunities.

Advertiser requests for specific placement across all product types are not guaranteed. Advertising that does not run in designated placement, is subject to investigation for make good or billing adjustment by JAMA Network management and is not guaranteed.

## 5| Recruitment Policy

Recruitment ads must comply with all US equal opportunity employment laws. Verbiage that could be used to categorically discriminate against applicants (eg, on the basis of sex, age, race, religion, marital status, or physical handicap) will not be accepted. Non-US advertisers are required to confirm in writing that they provide equal employment opportunity. When represented by an agent, confirmation must come from the employer and not the agent.

All job postings in print or online are reviewed for acceptance of the terms and conditions. Recruiter postings submitted through self services do not immediately post live. All postings require content review and require up to two business days for posting activation.

We reserve the right to decline, withdraw, and/or edit recruitment advertising at our sole discretion. This includes the removal of any advertisement placed on the JAMA Career Center through the self services portal or job posting that redirects applicants to alternative sites using practices that are not in accordance with the terms and conditions set forth in *Principles Governing Advertising in Journals of the American Medical Association*.

Advertisers who have investigated the issue and found that 1) their sites do not qualify as Health Professional Shortage Area for J-1 visa purposes and 2) that the position advertised does not qualify for a J-1 visa waiver under any government agency, may indicate this in the text of their ad by stating the following: "No J-1 positions available." Or "This is not a J-1 visa site."

### Word Advertising

All classified word ads are typeset in the same typeface and format. Regular typeface words cannot be set bold, italicized, or underlined. Bold typeface words are all set bold. There is no charge for typesetting word ads. Pricing is set in block tiers, with a minimum charge of 30 words.

Tiers range from Small word block 30 - 40 words to Jumbo word block 111+ words. A word is one or more letters bound by a space, as in the following examples:

New York City – 3 words  
 a qualified candidate – 3 words  
 June 6, 2018 – 3 words  
 312.555.1212 – 1 word  
 William H. Smith, MD – 4 words  
 Job Description details are then written out in paragraph form

# Digital POLICY

## 1| Effective Term

The 2024 Advertising Rate Card is effective for order placement across all products starting January 1<sup>st</sup>, 2024. Advertising on ASP or FSP Agreement has a term of 1-Year from the start of the contract. This allows the 2024 rate to be honored into the following year per contract duration. Advertising schedules/campaigns (regardless of contract) that are agreed upon for commitment in the current year are authorized to use the 2024 rate to honor the commitment into the following year.

## 2| Net Rate Pricing

Starting January 1<sup>st</sup>, 2024, all advertising product pricing is Net and will not include Agency Commission. Gross markup of rate card pricing must be done independently and will not be applicable for internal order entry.

Customers that require gross billing terms will need review by Director of Advertising and are not guaranteed gross billing allowance. Should gross billing be approved, the appropriate agency commission percentage will require waiver documentation through management and will be applied as a surcharge to the started Net rate card value.

## 3| Advertising Acceptance Policy

JAMA Network advertising is subject to approval by the American Medical Association. All ads must clearly and prominently identify the advertiser in accordance with any legal or regulatory requirements within the advertiser industry. Failure to adhere to external legal or governmental requirements is at the sole ownership of the advertiser.

We reserve the right to decline, withdraw, and/or edit copy at our sole discretion. Advertising orders are accepted subject to the terms and conditions set forth in *Principles Governing Advertising in Journals of the American Medical Association*.

Contact your JAMA Network sales representative for a copy of these principles or find them on our web site at [www.jamanetwork.com](http://www.jamanetwork.com).

Exceptions to the digital policy, waivers or special accommodations may be granted with JAMA Network management approval.

## 4| Availability Policy

The JAMA Network reserves the right to monitor digital premium placement and additional site requirements for targeting or campaign delivery specifications are subject to review.

Advertiser requests for specific placement across all product types are not guaranteed. Advertising that does not run in designated placement, is subject to investigation for make good or billing adjustment by JAMA Network management and is not guaranteed.

Added Value inventory that utilizes SOV positions, premium positions or desirable targeting can be bumped at any point prior to the start date by a paid campaign requiring that positioning. The JAMA Network will make every attempt to provide a similar added value position as replacement. Added Value changes for paid advertisers will be at the discretion of management between the conflicting customers. Changes made to added value placement will not warrant the cancellation of agreements.

## 5| Viewability Policy

The JAMA Network reserves the right to optimize to a reasonable standard without going against industry IAB standards, site restrictions, or Principles Governing Advertising in Journals of the American Medical Association. Buffering to improve viewability percentage will be monitored and optimized internally but will not exceed 20% of the contracted impression count from the 1<sup>st</sup> party ad server regardless of viewability target. Viewability optimization is not automatic and will only be adjusted for campaigns authorized prior to start date at customer request.

The JAMA Network Viewability Policy takes precedent over customer viewability IO expectations unless discussed and approved by the Director of Revenue Operations prior to start date.

## 6| 3<sup>rd</sup> Party Tracking and Tags

The JAMA Network as a standard across all advertiser types, uses first party ad server data as record for billing. First party data is the default procedure with online advertising.

The JAMA Network will accept third party data, final audited numbers, as record for billing when agreed upon at time of order acceptance and prior to start date. If third-party billing is agreed upon, the JAMA Network requires login and password access to the third party's tool to monitor performance against publisher's first party ad server. If access or reporting is not provided by billing cycle, the JAMA Network reserves the right to use the publisher's first party ad server for billing.

The JAMA Network also reserves the right to refuse paying fees for the advertiser's third-party ad server or verification tools.

## 7| Inventory Policy

The JAMA Network reserves the right to manage site inventory to provide availability and maximum performance to all advertisers. To provide the best performance the JAMA Network does not 'frontload' delivery but distributes all CPM display campaigns as 'evenly' throughout the flight of the campaign. Campaign delivery may be converted to 'frontload' if chosen as an optimization tactic to deliver scheduled impressions in full or at a customer's request with Director approval.

# Advertising Terms & Conditions

All advertising orders are accepted subject to the terms and conditions set forth in *Principles Governing Advertising in Journals of the American Medical Association*. The JAMA Network reserves the right to decline, withdraw, and/or edit copy at our sole discretion.

## Terms and Conditions

All advertising must be submitted in writing. The JAMA Network will not be bound by any conditions appearing on an insertion order when such condition(s) conflict with provisions contained on this rate card or with terms and conditions set forth in the referenced Principles.

Every care is taken to avoid mistakes, but JAMA Network shall not be liable for errors and omissions.

## Print & Digital Cancellation and Copy Changes

All changes to print advertising schedules, cancellations, or corrections must be communicated to the sales representative prior to the journal's closing date of the scheduled issue(s).

All changes to digital banner advertisements and email alerts may be accepted with written notice to the Director of Sales, 30 days or more before the campaign start date, advertiser may cancel all, or a portion of the campaign, without penalty.

### CPM campaign policy:

- For cancellations received less than 30 days before the campaign start date, the advertiser will incur a late-cancellation penalty charge equal to 50% of the campaign amount that was reserved
- For cancellations received after the start date of a campaign, but within the first 14 days of the campaign month/segment, the advertiser will be responsible for charges incurred for all served to that point in time.
- For cancellations received after the start date of a campaign, after first 14 days of the campaign month/segment, the advertiser will be responsible for charges incurred for all served impressions/placements and a late-cancellation penalty charge equal to 50% of the campaign's remaining un-served (reserved) impressions/placements scheduled for the following 30 days (to be invoiced in full at the next month-end billing cycle).

### SOV/Flat Rate campaign policy:

- For cancellations received from 30 to 15 days before the delivery/start date of the placement, the advertiser will incur a late-cancellation penalty charge equal to 50% of the canceled placement's contracted value.
- For cancellations received less than 15 days before the delivery/start date of the placement, the advertiser will incur a late-cancellation penalty charge equal to 100% of the canceled placement's contracted value.

## Recruitment Cancellation and Copy Changes

All recruitment online job board products are nonrefundable and non-cancellable. Job credits are placed on recruitment account at time of order and have one year to use. It is the customers responsibility to manage the use of job credits against the recruitment profile for use by the expiration dates. Job credits automatically expire from the customer account after 365-Days and will not be reinstated, resulting in a loss of the credit regardless of initial payment.

Recruitment customers will have access to the JAMA Career Center self service portal. Job slots that have been sold in combination with a rate supporting the repurposing of the slot can be updated by the customer. However, edits or repurposing of a job at any time prior to the start date will undergo the management approval process of 2 business days for review. We reserve the right to decline or request change to any posting that has been edited from the original submission posting.

## Editorial Objectives

**To promote the science and art of medicine and the betterment of the public health.**

- To maintain the highest standards of editorial integrity independent of any special interests.
- To publish original, important, well-documented, peer-reviewed articles on a diverse range of medical topics.
- To provide physicians with continuing education in basic and clinical science to support informed clinical decisions.
- To enable physicians to remain informed in multiple areas of medicine, including developments in fields other than their own.
- To improve health and health care internationally by elevating the quality of medical care, disease prevention, and research.
- To foster responsible and balanced debate on issues that affect medicine and health care.
- To anticipate important issues and trends in medicine and health care.
- To inform readers about nonclinical aspects of medicine and public health, including the political, philosophic, ethical, legal, environmental, economic, historical, and cultural.
- To recognize that, in addition to these specific objectives, the journals have a social responsibility to improve the total human condition and to promote the integrity of science.
- To achieve the highest level of ethical medical journalism and to produce a publication that is timely, credible, and enjoyable to read.

# Advertising Contact Us

## ADVERTISING SALES

Information and inquiries regarding advertising is available between two market focused teams based on advertiser message; **Pharmaceuticals and Devices** or **Health Systems, Recruitment and Classified (HSR)**

[AdvertisingSales@jamanetwork.com](mailto:AdvertisingSales@jamanetwork.com) | 800. 262. 2260

### Jeff Bonistalli,

Director of Advertising  
jeff.bonistalli@jamanetwork.com  
862. 261. 9617

### Sade DeRamus-Townsend,

Sales Manager, Advertising  
sade.deramus-townsend@jamanetwork.com  
312. 464. 2491

## Pharmaceutical and Devices Sales Team

### Stacey McHugh,

Sr. Account Manager  
Stacey.McHugh@jamanetwork.com  
973. 263. 8614

### Tim Melroy,

Sr. Account Manager  
tim.melroy@jamanetwork.com  
973. 263. 8613

### Maureen Reichert,

Sr. Account Manager  
maureen.reichert@jamanetwork.com  
973. 263. 8616

### Nancy Souza,

Sr. Account Manager  
nancy.souza@jamanetwork.com  
973. 263. 8615

## Health Systems, Recruitment and Classified Sales Team

### Hank Eurich,

Sr. Media Consultant – Brand Awareness  
hank.eurich@jamanetwork.com  
calendly.com/hankeurich  
312. 464. 4141

### Thalia Moss,

Sr. Media Consultant – Physician Recruitment  
thalia.moss@jamanetwork.com  
calendly.com/thaliamoss  
312. 464. 4169

### Samantha Bauer,

Sr. Media Consultant – Physician Recruitment  
samantha.bauer@jamanetwork.com  
calendly.com/samanthabauer143  
312. 464. 4139

## SALES and MARKETING OPERATIONS

The JAMA Network offers advertisers full-service support for marketing, materials and data provided through your representative, or you may contact our team for requests.

[SalesMarketingOperations@jamanetwork.com](mailto:SalesMarketingOperations@jamanetwork.com) | 800. 262. 2260

### Mark Thornbury,

Director of Marketing and Sales Support  
mark.thornbury@jamanetwork.com  
973. 263. 8618

### Tricia Castellano,

Sales & Mkt Specialist  
tricia.castellano@jamanetwork.com  
973. 263. 8619

## OTHER JAMA NETWORK SALES CONTACTS

[WorldwideSales@jamanetwork.com](mailto:WorldwideSales@jamanetwork.com) | 800. 262. 2260

### Vida Damijonaitis,

Director of Worldwide Sales  
vida.damijonaitis@jamanetwork.com  
312. 464. 4766

### Domestic Subscription Rates

800. 262. 2350

### Permissions and 3<sup>rd</sup> Party Licensing

312. 464. 4371

### Reprints

#### Marsha Fogler,

Account Manager  
JAMA Network Reprint Sales  
marsha.fogler@jamanetwork.com  
800. 482. 1450

## REVENUE DEPARTMENTAL LEADERSHIP

### Anna Frazier,

Vice President of Revenue  
anna.frazier@jamanetwork.com  
312. 464. 4157

### Meghan Thue,

Revenue Departmental Supervisor  
meghan.thue@jamanetwork.com  
312. 464. 5134



# Operations Contact Us

## REVENUE OPERATIONS

The JAMA Network offers advertisers full-service support for the sales driven operations of a campaign provided through your representative. This includes print and digital operations support and reporting. Contact your representative or you may contact our team for requests.

[RevenueOperations@jamanetwork.com](mailto:RevenueOperations@jamanetwork.com) | 800. 262. 2260

**Eric Hill,**  
Director of Revenue Operations  
[eric.hill@jamanetwork.com](mailto:eric.hill@jamanetwork.com)  
312. 464. 4231

**Phil O'Leary,**  
Sr. Publishing Systems Manager  
[phil.oleary@jamanetwork.com](mailto:phil.oleary@jamanetwork.com)  
312. 464. 2487

**Sharon Goldsmith,**  
Digital Systems Manager  
[sharon.goldsmith@jamanetwork.com](mailto:sharon.goldsmith@jamanetwork.com)  
312. 464. 4325

**Tom Miller,**  
Reporting Systems Manager  
[tom.miller@jamanetwork.com](mailto:tom.miller@jamanetwork.com)  
312. 464. 4143

## PRODUCTION AND MATERIALS

**Deb Camp,**  
Manager, Production Services  
Digital Proofing Questions  
[deb.camp@jamanetwork.com](mailto:deb.camp@jamanetwork.com)  
312. 464. 5713

**Michael Deegan,**  
Sr. Production Specialist  
Digital File Delivery Support  
[michael.deegan@jamanetwork.com](mailto:michael.deegan@jamanetwork.com)  
312. 464. 2401

### Production and Materials: External

**Shipping Information: JAMA Only**  
Finished Materials, Samples  
**CE Weekly Mag**  
*Publication name and issue date*  
Quad/Graphics, Inc.  
1900 W. Sumner Street  
Hartford, WI 53027

**Shipping Information: Specialties Journals**  
Finished Materials, Samples  
**Lisa Votapek and Susan Grabinski**  
*Publication name and issue date*  
Quad Printing  
N61 W23044 Harry's Way  
Sussex, WI 53089

**Digital File Delivery:**  
**Mike Strzyzewski/Imaging**  
[mjstrzyzewski@quad.com](mailto:mjstrzyzewski@quad.com)  
(262)-673-1494 (*Publication and Issue Date*)  
Sussex BlueSoho  
N64W23110 Main Street  
Sussex, WI 53089

## PUBLISHING OPERATIONS & BUSINESS SERVICES

The following JAMA Network staff provides the operations order entry and production support for advertising fulfillment.

**Sean O'Donnell,**  
Director of Publishing, Business Services  
[sean.odonnell@jamanetwork.com](mailto:sean.odonnell@jamanetwork.com)  
312. 464. 4030

**Denise Steinhauser,**  
Sr. Manager of Advertising Fulfillment Operations  
Insertion Order Support  
[denise.steinhauser@jamanetwork.com](mailto:denise.steinhauser@jamanetwork.com)  
312. 464. 2455

**Digital Ad Services**  
[Online-Advertising@jamanetwork.com](mailto:Online-Advertising@jamanetwork.com)

**Jordynn Farrar Lotka,**  
Manager, Online Ad Services  
[jordynn.farrar@jamanetwork.com](mailto:jordynn.farrar@jamanetwork.com)  
312. 464. 4318

### Print Ad Services

**Kim Boler,**  
Compas/CMI Insertion Orders Only  
[kim.boler@jamanetwork.com](mailto:kim.boler@jamanetwork.com)  
312. 464. 2438

**Invoice and Billing Services**  
[Invoices\\_jamanetwork@ama-assn.org](mailto:Invoices_jamanetwork@ama-assn.org)

**Janis Trinchere,**  
Supervisor, Billing Services  
[janis.trinchere@jamanetwork.com](mailto:janis.trinchere@jamanetwork.com)  
312. 464. 4195

*JAMA®  
JAMA Network Open™*

*JAMA Cardiology  
JAMA Dermatology  
JAMA Health Forum™  
JAMA Internal Medicine  
JAMA Neurology  
JAMA Oncology*

*JAMA Ophthalmology  
JAMA Otolaryngology –  
Head and Neck Surgery  
JAMA Pediatrics  
JAMA Psychiatry  
JAMA Surgery*

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