

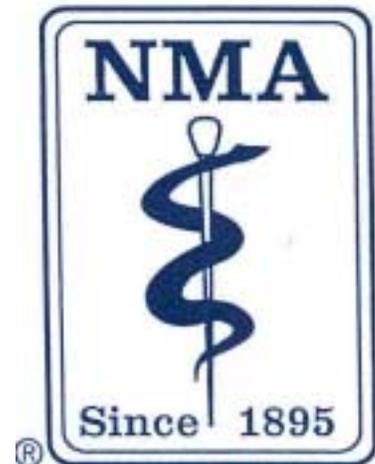
IOs, DIGITAL ADS TO:

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Advertise to our mostly African-American physician audience!

JNMA—Helping you to meet your EEO requirements and diversity your workforce!

Journal of the National Medical Association



RATES

Frequency	Full Page	1/2 Page	1/4 Page
1	\$2,264	\$1,505	\$865
3	\$2,260	\$1,440	\$820
6	\$2,190	\$1,385	\$780
12	\$2,110	\$1,320	\$740

Color Rates (In addition to earned B&W rate)

Add a color logo: \$150

Positions (In addition to earned B&W rate)

Mail Card: 50%

ADVERTISER INCENTIVES

Quarterly Continuity Advertise a career opportunity in any three issues and earn a **free** repeat ad in the third issue.

6-Month Continuity Advertise a career opportunity in six consecutive issues, earn three **free** repeat ads in the first, third and sixth issues during this period.

Annual Continuity Advertise in all 12 issues and earn six **free** repeat ads.

CIRCULATION

Total Circulation 35,700 controlled

Market Served African-American physicians and other physicians who practice in underserved communities.

Coverage and Market

National: 98%, **International:** 2%

Circulation Verification

USPS certification

Annual Subscription Rates

Individual: \$116, Institution: \$165

Intern/resident: \$42

DEADLINES & ISSUANCE

Frequency and Issue Dates 12 times per year on the 1st of every month

Deadlines Insertion orders (IO): 1st of the month preceding the issue

Ads: 5th of the month preceding the issue

Mailing Dates and Class 1st-15th of the issue month, 2nd class

MORE PUBLICITY OPPORTUNITIES

www.nmanet.org Career Center NMA's online career section. Ad will run for 30 days. \$200. Sign up at <http://nmanet.jobcontrolcenter.com/>

Convention Daily 5 issues, 4-page tabloid-sized newsletter during NMA's annual convention; 4,000 circulation. \$5,000 to advertise your position opening in the five issues.

List Rental Mail directly to JNMA's recipients for \$10,000, plus shipping and handling, through independent mail house. Target a specialty/geographic area, \$.50/address.

SPECIFICATIONS

	Width	Depth
Full Page	7	10
1/2 Vertical	3 1/3	10
1/2 Horizontal	7	4 1/4
1/4 Page	3 1/4	4 3/4

Paper Stock

Inside: 50 lb. coated

Outside: 90 lb. coated

Binding

Perfect

Ad Formats PDF, Adobe Illustrator, Free Hand EPS, Quark XPress, and Adobe PageMaker. If submitting MS Word do not embed images – send high resolution images separately.

Halftone Screen

150

Reproduction Requirements Color ads must be accompanied by a match proof if you want a color guarantee; B&W ads must have a final proofs.

EDITORIAL

First Issue January 1909

Contents The JNMA provides a forum for rigorously peer reviewed original communications in various fields of medical research and practice. Most articles focus on topics relating to the health issues of the underserved. Editorial policy is guided by NMA's editorial board. Advertisements are subject to approval.

Editorial Features (100% submitted) Original communications, briefs, medical history, NMA activities, medical events, president's columns, commentaries, guest editorials, case reports, book reviews, critical medical news and updates, letters to the editor, NMA consensus statements and health policy columns.

Article Rejection Rate 20% (2001-2003)

Ed:Ad Ratio 71:29 (June 2003)

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