

JOURNAL OF THE  
**National Medical Association®**



2 0 0 5 R A T E C A R D

**ORIGINAL INSERTION ORDERS**

**Kimberly Taylor**  
 ktaylor@nmanet.org, (202) 207-1555

**ELECTRONIC ADS**

**Colleen Gratzner, Gratzner Graphics LLC**  
 FTP ads to: ftp.gratznergraphics.com/incoming  
 Send e-mail notification of FTP:  
 info@gratznergraphics.com  
 20538 Summersong Lane, Germantown, MD 20874  
 (301) 503-1834; Fax: (240) 597-1327

**COLORMATCH PROOFS & INSERTS**

**Kathy MacDonald, Cummings**  
*JNMA*, (month of issuance)  
 4 Peters Brook Drive, Hooksett, NH 03106-6495  
 kathym@cummingsprinting.com  
 (800) 647-0035, x 238; Fax: (603) 623-5132

**CIRCULATION**

**Total Circulation** 40,000, controlled  
**Market Served** African-American physicians and other physicians who practice in underserved communities.  
**Circulation Verification** USPS statement.  
**Annual Subscription Rates** *Individual*: \$120; *Institution*: \$205; *Intern/resident*: \$42

**ADVERTISING RATES**

**B&W Rates** (Agency commission is 15% of these rates)

Frequency/ Year	Ad Sizes			
	Full Page	2/3 Page	Half Page	1/3 Page
1 . . . . .	\$4,915..	\$4,285 ..	\$3,265 ..	\$2,473
6 . . . . .	\$4,775..	\$4,230 ..	\$3,210 ..	\$2,390
12 . . . . .	\$4,640..	\$4,145 ..	\$3,150 ..	\$2,365
24 . . . . .	\$4,500..	\$4,050 ..	\$3,115 ..	\$2,310
36 . . . . .	\$4,330..	\$3,950 ..	\$3,005 ..	\$2,235
48 . . . . .	\$4,200..	\$3,875 ..	\$2,895 ..	\$2,140
60 . . . . .	\$4,060..	\$3,756 ..	\$2,795 ..	\$2,060
72 . . . . .	\$3,930..	\$3,670 ..	\$2,680 ..	\$2,010
96 . . . . .	\$3,800..	\$3,570 ..	\$2,580 ..	\$1,930
120 . . . . .	\$3,650..	\$3,480 ..	\$2,535 ..	\$1,895

**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  
*Inserts*: 10th of the month preceding the issue  
**Mailing Dates and Class** 1st-15th of the issue month, 2nd class

**ADVERTISER INCENTIVES**

**Eight-Month** Advertise any single product eight times in 2005 and receive an up-front three percent discount on your invoice. \*  
**Twelve-Month** Advertise any single product 12 times in 2005 and receive an up-front six percent discount on your invoice. \*  
**New Product Launch** Run a new product launch for 12 consecutive months and earn three **free** insertions in the 4th, 8th, and 12th months of this campaign. This offer is not tied to the '05 calendar year. The nine paid ad units must be equal in size or larger than the three free ad units.

\* The discount will appear as an adjusted gross on all B&W and color charges based on earned frequency. A year-end adjustment will be applied if total insertions are not attained.

**Color Rates** (In addition to earned B&W rate)  
*Two-color*: \$920; *Three- or four-color*: \$2,175;  
*Five-color*: \$3,590; *Matched*: \$1,225;  
*Metallic*: \$1,295

**Positions** (In addition to earned B&W rate)  
*2nd cover*: 30%; *4th cover*: 50%  
*Table of Contents*: 25%; *1st Editorial*: 15%;  
*Health Tidbits*: 15%  
*Front cover banners*: \$23,850

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**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, history, NMA activities, medical events, president's columns, guest editorials, case reports, book reviews, critical medical news and updates, letters to the editor, NMA consensus statements, health policy columns, art and health tidbits.

**Article Rejection Rate** 33% (2002–August 2004)

**Ed:Ad Ratio** 71:29 (June 2004)

**SPECIFICATIONS**

**Trim Size** 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

**Page Sizes, Non-Bleed (Inches)**

	Width	Depth
Full Page . . . . .	7 . . . . .	10
2/3 Vertical . . . . .	4 <sup>5</sup> / <sub>8</sub> . . . . .	10
1/2 Vertical . . . . .	3 <sup>3</sup> / <sub>8</sub> . . . . .	10
1/2 Horizontal . . . . .	7 . . . . .	4 <sup>7</sup> / <sub>8</sub>
1/3 Vertical . . . . .	2 <sup>1</sup> / <sub>4</sub> . . . . .	10

**Bleed Plate Size** Min. 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>". This includes 1/8" trim from gutter, outside, bottom, and top. Keep live matter 1/2" from trim.

**Paper Stock** *Inside*: 50 lb. Coated

*Outside*: 90 lb. coated

**Binding** Perfect

**Ad Formats** PDF, TIFF, EPS, Quark XPress, and PageMaker. If submitting MS Word *do not embed images—send high-res images separately.*

**Halftone Screen** 150

**Reproduction Requirements** Color ads must be accompanied by a match print; B&W ads must have two final proofs.

**SUPPLIED INSERTS**

**Requirements** Folded, untrimmed, carton packed with quantity, publication, and month indicated.

**Stock Weight** 60 lb. Exceptions made with Kimberly Taylor.

**Quantity** 42,500

**Sizes** *Two-page*: Min 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"

*Four-page*: 16<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>" before folding

The above sizes include 1/8" on all sides.

**Disposition of Inserts** Unused inserts will be discarded unless arrangements are made with Kathy MacDonald, [kathym@cummingsprinting.com](mailto:kathym@cummingsprinting.com)

**Supplied Insert Rates**

X	2-Pg	4-Pg	6-Pg	8-Pg
1 . . .	\$9,310 . . .	\$18,620 . . .	\$27,930 . . .	\$37,240
6 . . .	\$9,040 . . .	\$18,080 . . .	\$27,120 . . .	\$36,160
12 . . .	\$8,790 . . .	\$17,580 . . .	\$26,370 . . .	\$35,160
24 . . .	\$8,540 . . .	\$17,080 . . .	\$25,620 . . .	\$34,160
36 . . .	\$8,210 . . .	\$16,420 . . .	\$24,630 . . .	\$32,840
48 . . .	\$7,960 . . .	\$15,920 . . .	\$23,880 . . .	\$31,860
60 . . .	\$7,690 . . .	\$15,380 . . .	\$23,070 . . .	\$30,760
72 . . .	\$7,440 . . .	\$14,880 . . .	\$22,320 . . .	\$29,760
96 . . .	\$7,180 . . .	\$14,360 . . .	\$21,540 . . .	\$28,720
120 . . .	\$6,290 . . .	\$13,840 . . .	\$20,760 . . .	\$27,680

**MORE PUBLICITY OPPORTUNITIES**

**NMA News Primary-Class-Exclusive Sponsorship**

Quarterly 12-page tabloid-sized newsletter. 40,000 circulation. Contact Bob Massa for sponsorship details: (914) 723-4092.

**Convention Daily Primary-Class-Exclusive Sponsorship**

4 issues, 8-page tabloid-sized newsletter during NMA's annual convention; 4,000 circulation. \$75,000 for 4 issues. Full page 4-color ad and 1 A-sized B&W.

**Supplements to JNMA** Sponsor a special educational supplement to the journal.

*2005 B&W Supplement Pricing Structure*

Prices below include 4-page color cover.

Up to 8 pages . . .	\$43,600	Up to 40 pages . .	\$78,400
Up to 16 pages . .	\$52,300	Up to 48 pages . .	\$87,200
Up to 24 pages . .	\$61,000	Up to 56 pages . .	\$95,900
Up to 32 pages . .	\$69,700	Up to 64 pages .	\$103,000

**List Rental** InFocus List Management (800) 708-List, [list@infocusnet.com](mailto:list@infocusnet.com)