

RESPIRATORY REVIEWS

THE LATEST CLINICAL
INFORMATION ON
RESPIRATORY MEDICINE

Rate Card No. 9
Effective January 2004



2004 RATES AND CIRCULATION

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PUBLISHER:

Clinicians Group
A Jobson Company
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RATES AND INFORMATION:

Effective Date and Discounts:

Effective Date: January 2004
Agency Commission: 15%
(withdrawn on accounts not paid within 30 days)

Cash Discount: N/A
Established: September 1996

Frequency: Monthly

Earned Rates, Full Run: Earned rates are given to advertisers based on advertising frequency within a 12-month period (calendar or fiscal year). The earned rate is determined by the number of insertions. Each page, full or fractional, counts as an insertion. Each page of an insert counts as one insertion.

Combined Frequency Rates: All of an advertiser's (individual parent companies and their subsidiaries) pages/insertions in RESPIRATORY REVIEWS and PULMONARY REVIEWS are combined to determine the earned rate.

Demographic/Split Run Rates:

Available on a limited basis.

Inserts

Page rate \times % of circulation (minimum 50%)
+ \$1,000 Production/mechanical charge*
Total Rate
* commissionable

Run of Book

Page rate \times % of circulation (minimum 50%)
+ \$1,300 Production/mechanical charge*
Total Rate

Business Reply Cards: BRCs, which are available on a limited basis, will be charged the Jr-size black & white page rate plus the tip-in charge. The BRC will count toward the advertiser's frequency rate. BRCs must be accompanied by a minimum of a Jr page ad.

Classified Advertising: Karen Holloway: phone (800) 238-8764, fax (727) 445-9380, e-mail respiratory@medical-admart.com.

2004 RATES—RESPIRATORY REVIEWS:

Page Rates (B&W)	1x	6x	12x	18x	24x	36x	48x	60x	72x	84x	96x	120x	144x	180x
1 page "King" size	\$7,743	7,587	7,432	7,278	7,201	7,046	6,813	6,735	6,658	6,581	6,504	6,426	6,271	5,961
¾ page King	7,146	6,958	6,793	6,718	6,610	6,454	6,207	6,109	6,012	5,910	5,840	5,765	5,632	5,353
½ page King	5,458	5,304	5,151	5,095	5,054	4,917	4,701	4,613	4,534	4,429	4,364	4,306	4,202	3,995
Jr page ("A"-size island)	5,504	5,393	5,283	5,228	5,174	5,064	4,843	4,788	4,678	4,624	4,568	4,514	4,348	4,238
Jr ⅔ page	4,128	4,056	3,968	3,922	3,860	3,807	3,632	3,591	3,509	3,473	3,422	3,362	3,245	3,157
Jr ½ page	3,858	3,780	3,709	3,661	3,606	3,555	3,390	3,353	3,279	3,241	3,193	3,146	3,035	2,954
Jr ⅓ page	3,307	3,241	3,180	3,126	3,089	3,048	2,906	2,874	2,812	2,774	2,731	2,689	2,596	2,521

Color: In addition to earned black & white rates:

Standard SWOP:	\$920	Metallic:	\$1,320	5 Color:	\$2,522	Bleed:	No additional charge
Matched Color:	\$1,092	3-4 Color:	\$1,550	6 Color:	\$3,614	Tip-in charge:	\$900 commissionable

Special Positions:

Covers:	2nd Cover (King size ad minimum), earned rate plus 25%	Positions:	1st run of book, earned rate plus 10%
	4th Cover (King size ad minimum), earned rate plus 50%		Center spread, earned rate plus 10%

COMBINATION RATES*—RESPIRATORY REVIEWS and PULMONARY REVIEWS:

Page Rates (B&W)	1x	6x	12x	18x	24x	36x	48x	60x	72x	84x	96x	120x	144x	180x
1 page "King" size	\$8,837	8,623	8,410	8,199	8,092	7,908	7,531	7,448	7,342	7,236	7,129	7,021	6,830	6,462
¾ page King	8,132	7,875	7,677	7,580	7,465	7,293	6,919	6,818	6,658	6,532	6,444	6,333	6,155	5,822
½ page King	6,124	5,936	5,735	5,641	5,583	5,435	5,117	5,007	4,902	4,773	4,675	4,581	4,432	4,163
Jr page ("A"-size island)	6,453	6,303	6,135	6,041	5,967	5,837	5,500	5,422	5,292	5,218	5,122	5,028	4,818	4,668
Jr ⅔ page	4,869	4,769	4,643	4,577	4,501	4,432	4,218	4,181	4,084	4,016	3,934	3,841	3,675	3,545
Jr ½ page	4,611	4,489	4,410	4,346	4,282	4,216	3,999	3,953	3,869	3,799	3,715	3,640	3,474	3,348
Jr ⅓ page	3,926	3,832	3,756	3,670	3,622	3,570	3,389	3,355	3,284	3,221	3,125	3,055	2,910	2,780

Color: In addition to earned black & white rates:

Standard SWOP:	\$1,320	Metallic:	\$1,835	5 Color:	\$2,813	Bleed:	No additional charge
Matched Color:	\$1,664	3-4 Color:	\$2,407	6 Color:	\$4,472	Tip-in charge:	\$1,300 commissionable

*Combination Rates: Available to all advertisers with the same product in both RESPIRATORY REVIEWS and PULMONARY REVIEWS during the same month.

- The combined rates are equivalent to:
- King Page Combination Rate Represents \$1,800 off RESPIRATORY REVIEWS Rate.
 - ¾ King Page Combination Rate Represents \$1,600 off RESPIRATORY REVIEWS Rate.
 - ½ King Page Combination Rate Represents \$1,200 off RESPIRATORY REVIEWS Rate.
 - Jr Page Combination Rate Represents \$1,000 off RESPIRATORY REVIEWS Rate.
 - ⅔ Jr Page Combination Rate Represents \$750 off RESPIRATORY REVIEWS Rate.
 - ½ Jr Page Combination Rate Represents \$600 off RESPIRATORY REVIEWS Rate.
 - ⅓ Jr Page Combination Rate Represents \$500 off RESPIRATORY REVIEWS Rate.

MULTI-PAGE TABLOID-SIZE AD UNITS — ROB RATES: (includes 4 color)

RESPIRATORY REVIEWS and PULMONARY REVIEWS will convert any four pages and above of "A"-size film or insert material into full-size tabloid pages at no additional charge. Rates are available for King-size inserts, as well. These reduced rates enable advertisers to have a powerful impact at substantial savings.

RESPIRATORY REVIEWS:													
Page Rates	12x	18x	24x	36x	48x	60x	72x	84x	96x	120x	144x	180x	
4 pages	\$28,742	28,249	28,003	27,507	26,762	26,512	26,266	26,020	25,773	25,524	25,028	24,036	
6 pages	40,418	39,726	39,379	38,682	37,634	37,283	36,936	36,590	36,244	35,893	35,195	33,801	
8 pages	50,298	49,436	49,005	48,138	46,833	46,396	45,965	45,534	45,103	44,666	43,799	42,063	
10 pages	58,382	57,381	56,881	55,874	54,360	53,853	53,353	52,852	52,352	51,845	50,838	48,823	

COMBINATION RATES*—RESPIRATORY REVIEWS and PULMONARY REVIEWS:													
Page Rates	12x	18x	24x	36x	48x	60x	72x	84x	96x	120x	144x	180x	
4 pages	\$34,613	33,938	33,598	33,009	31,801	31,535	31,196	30,856	30,517	30,170	29,558	28,380	
6 pages	48,675	47,725	47,248	46,419	44,720	44,346	43,869	43,391	42,914	42,427	41,566	39,909	
8 pages	60,573	59,391	58,797	57,766	55,652	55,186	54,592	53,998	53,404	52,798	51,727	49,665	
10 pages	70,308	68,936	68,247	67,050	64,596	64,055	63,366	62,676	61,987	61,284	60,040	57,647	

*Combination Rates: Available to all advertisers with the same product in both RESPIRATORY REVIEWS and PULMONARY REVIEWS during the same month.

The Clinicians Group 2004 Discount Programs

Schedule Stretcher

Available to all advertisers on an individual product schedule basis during the 2004 calendar or fiscal year. Any advertiser placing more than eight insertions in the 2004 calendar or fiscal year, not necessarily consecutive, for the same product will be entitled to the Schedule Stretcher discount (excluding free or discounted Double Dip insertions). The discount will apply to all charges, including color, position premiums, and mechanical costs on split runs. Applicable to monthly journals only.

For qualified products, the **Corporate** and **Schedule Stretcher** discount percentages may be combined and applied to the gross amount for planning and billing purposes. For example, if a product earns a 5% Corporate Discount and also qualifies for the 7% Schedule Stretcher discount (i.e., 11 insertions), a combined 12% may be credited to that product. If a new product launches after **April** (or the third month of the fiscal year), it will qualify for a 3% discount on all total gross charges as long as it runs in every issue for the remainder of the current year.

In 2004, qualified advertisers will be able to choose which of these two options they prefer for taking the discount during the year:

Option 1: *Save As You Go Plan*

Qualified advertisers will earn a **25%** discount off each invoice after the eighth insertion, which is the equivalent of getting the 12th insertion for free!

Option 2: *Flat Plan*

Qualified advertisers may take a “flat” monthly discount beginning in January based on the following scale:

9 Insertions:	5%
10 Insertions:	6%
11 Insertions:	7%
12 Insertions:	10%

If, at the end of the year, an advertiser earns a discount higher/lower than what was credited monthly, a credit/short rate will be issued. Advertisers choosing the ***Flat Plan*** must request this option prior to the January 2004 billing.

New Launch Discount

This discount will apply to any new product, indication, or formulation launch. Qualified products will receive a free second insertion in the fourth issue of the launch (not including any prelaunch period). The free insertion will apply to any unit of equal or smaller size to the first ad running in that issue (insert advertisers will need to supply a quantity sufficient for the second hit). The free insertion will not be applied to the earned frequency or Schedule Stretcher discounts. For advertisers launching after September, this program can be carried over to the following calendar year.

Double Dip

Any product running two full-run ad units in the same issue will earn the Double Dip discount. The discount will apply to the ad unit of equal or smaller size to the first ad running in the issue. The “second” unit will be billed at 50% of the total gross cost of the ad. Once again, the discount will apply to all charges, including color and position premiums. The discounted “Double Dip” unit will count towards the earned frequency at half of the actual unit size. For example, if the discounted unit is a four-page ad, a 2× credit will be applied to the advertiser’s earned frequency. The second unit will not count towards the Schedule Stretcher discount.

Corporate Discount Plan

- Discount is available in 2004 to recognized advertiser parent companies and their subsidiaries based on the **TOTAL 2003 (calendar or fiscal year) Jobson expenditure (including advertising and projects for ALL divisions)**.
- Although the discount percentage is based on the company’s total Jobson expenditure, the Corporate Discount itself will apply to advertising in the following Clinicians Group publications:

BMJ USA

Clinician News

Clinician Reviews

International Journal of MS Care

Neurology Reviews

Neuropsychiatry Reviews

Pulmonary Reviews

Respiratory Reviews

Women’s Health in Primary Care

Women’s Health in Primary Care—Gynecology Edition

- When a company’s 2004 (calendar or fiscal year) expenditure with Jobson exceeds its 2003 total, the company will be afforded the higher earned discount for the entire 2004 calendar or fiscal year.
- Company can take the discount monthly, quarterly, or at year-end. The Corporate Discount is deducted from the gross rate prior to agency commission. If, at the end of the year, an advertiser earns a discount higher/lower than what was credited monthly, a credit/short rate will be issued.

For qualified products, the Corporate and Schedule Stretcher discount percentages may be combined and applied to the gross amount for planning and billing purposes. For example, if a product earns a 5% Corporate Discount and also qualifies for the 7% Schedule Stretcher discount, a combined 12% may be credited to that product.

Corporate Discount Schedule

<u>2003</u> <u>Jobson Spend</u>	<u>2004</u> <u>% Discount</u>	<u>2003</u> <u>Jobson Spend</u>	<u>2004</u> <u>% Discount</u>
\$ 500,000	2%	\$ 5,500,000	12%
\$ 1,000,000	3%	\$ 6,000,000	13%
\$ 1,500,000	4%	\$ 6,500,000	14%
\$ 2,000,000	5%	\$ 7,000,000	15%
\$ 2,500,000	6%	\$ 7,500,000	16%
\$ 3,000,000	7%	\$ 8,000,000	17%
\$ 3,500,000	8%	\$ 8,500,000	18%
\$ 4,000,000	9%	\$ 9,000,000	19%
\$ 4,500,000	10%	\$ 9,500,000	20%
\$ 5,000,000	11%	\$10,000,000	21%

Jobson Jumbo Plan

- **Jobson Jumbo Plan = Corporate Discount Percent + 5%**

The Jobson Jumbo Plan is an enhanced, yet simplified, extension of the Corporate Discount Plan. The discount will be available in 2004 (calendar or fiscal year) to recognized advertiser parent companies and their subsidiaries.

- To Qualify
- **Total 2003 Jobson expenditure = \$4 million (minimum)**
of which
- **Total Clinicians Group expenditure = \$2 million (minimum)**

This Jumbo discount will then be applied to the gross amount of ALL products advertised by the qualified company. For example, if a company is spending a total of \$5 million (11% Corporate Discount) with Jobson, and at least \$2 million of that is generated from expenditures with the Clinicians Group, then that company may take a single, combined reduction of 16%. This reduction will then be applied to ALL of the Clinicians Group's advertising placed by the qualified company (see list of publications on preceding page). Note that the Jumbo rate supercedes all other Clinicians Group discounts (i.e., Schedule Stretcher, New Launch, Double Dip, Corporate) but not the individual journal discounts (e.g., frequency, combination buy, etc.).

Clinicians Group Combination Buys and Combined Frequencies

Combination Buys

Clinician Reviews + Clinician News
Neurology Reviews + Neuropsychiatry Reviews
Pulmonary Reviews + Respiratory Reviews
Women's Health in Primary Care (PC + Gyn)

Combined Frequencies

Clinician Reviews + Clinician News
Neurology Reviews + MS Care + Neuropsychiatry Reviews
Pulmonary Reviews + Respiratory Reviews
Women's Health in Primary Care (PC + Gyn)

Prepayment Plan

Clinicians Group will provide a 5% discount to all advertisers who pay for their 2004 (calendar or fiscal year) annual advertising in full by January 31, 2004 (or the first month of the fiscal year). The Prepayment Discount Plan is nonrefundable.

3 CIRCULATION:

Description of Circulation Parameters: RESPIRATORY REVIEWS circulates to the universe of all physicians in the United States who specialize in allergy or allergy/immunology (this includes office- and hospital-based). Additionally, RESPIRATORY REVIEWS circulates to office-based physicians in general practice, family practice, internal medicine, osteopathy, and otolaryngology who are high prescribers (decile levels 8, 9, & 10) in therapeutic categories that include antibiotics, antihistamines, bronchodilators, and cough/cold products, according to NDC Power Profiler.

Demographic Selection Criteria: Age: No restriction. Prescribing: GPs, FPs, IMs, and otolaryngologists (MDs & DOs) defined as the highest prescribers (decile levels 8, 9, & 10) of antibiotics, antihistamines, bronchodilators, and cough/cold products, based on NDC Power Profiler.

Circulation Distribution: Controlled 100%.

Subscription Rates: US \$60; Student \$48; Foreign \$75 (per year).

Circulation Verification: Audit: BPA. **Mailing House:** Direct Medical Data, an authorized agent of the AMA and the AOA.

Circulation Breakdown, Effective January 2004:

Specialty	Office	Hospital	Total
Allergy (a)	750	75	825
Allergy/Immunology (a)	2,100	600	2,700
Family Practice (b)	14,000	500	14,500
General Practice (b)	1,300	60	1,360
Internal Medicine (b)	9,500	400	9,900
Otolaryngology (b)	2,500	50	2,550
Total Circulation	30,150	1,685	31,835

(a) This represents the universe of physicians.

(b) These are physicians defined as the highest prescribers (decile levels 8, 9, & 10) of the following therapeutic categories: antibiotics, antihistamines, bronchodilators, and cough/cold products, according to NDC Power Profiler.

Anticipated circulation modification for 2004: None

Estimated total circulation for 2004: 31,835

4 INSERT INFORMATION:

Availability: 2–10 page inserts.

Larger units, gatefolds, and die-cuts are also available, upon publisher approval.

Acceptance: A paper and insert sample must be submitted to the publisher for approval.

Charges: Tip-in charge: \$900—commissionable flat rate (regardless of ad unit size) for RESPIRATORY REVIEWS; \$1,300—commissionable flat rate (regardless of ad unit size) for the combination of **both** RESPIRATORY REVIEWS and PULMONARY REVIEWS.

Sizes and Specifications (inserts must be supplied folded).

For “King”-size inserts:

2–10 pages: 10⁷/₈" × 13³/₄" (10³/₄" wide live area)

Trimming: 1/8" off head, foot, and face

For standard “A”-size inserts:

2–10 pages: 7³/₄" × 10¹/₂"

Trimming: 1/8" off foot

Type of Binding: Saddle-stitched, inserts jog to foot.

Stock: 70# minimum, 80# maximum, although heavier stock may be accepted upon publisher review.

Quantity: 36,500 inserts per issue.

Copy Clearance: All inserts subject to approval by publisher. Send samples to Eleni Gronner, Production Manager.

Insert Deadline: Due the 15th of the month after closing date.

Shipping: RESPIRATORY REVIEWS (issue date and quantity)

c/o RR Donnelley & Sons, Inc

Route 251 South and 4099 Road (Eljan Road)

Mendota, IL 61342

Attn: Vickie Keigley

Phone: (815) 539-1240

5 EDITORIAL OVERVIEW:

RESPIRATORY REVIEWS is a clinical news publication devoted to keeping allergists, immunologists, otolaryngologists, and high-prescribing primary care physicians (GPs, FPs, IMs, & DOs) abreast of the latest news and information on the many facets of respiratory diseases. Reports from conferences, expert interviews, and article summaries are major features in every issue. Departments include Conference News Update, Literature Monitor, New Products, and News Roundup.

Average Issue: Average Number of Articles: 15–20, plus 5 departments
Average Article Length: 800 words

Origin of Editorial: Staff Written: 90%
Solicited: 5%
Submitted: 5%
Articles or Abstracts from Meetings or Other Publications: 75%
Peer Review: All reports from meetings are sent to presenters for their review.

Index: N/A

6 ISSUANCE AND CLOSING:

- (a) **Frequency:** Monthly.
(b) **Mailing Date:** First week of month.
(c) **Closing Date:** Fifth of month prior to date of issue (e.g., January issue closes December 5).
(d) **Materials Deadline:** The 15th of month prior to date of issue.
(e) **Bonus Distribution/Convention Issues:**

Issue	Convention	Exhibit Dates	City
January	Society of Critical Care Medicine	Feb. 20 – 25	Orlando, FL
February	American Academy of Allergy, Asthma and Immunology	March 19 – 23	San Francisco, CA
May	American Thoracic Society	May 21 – 26	Orlando, FL
October	American College of Chest Physicians	Oct. 23 – 28	Seattle, WA
November	American College of Allergy, Asthma and Immunology	Nov. 12 – 17	Boston, MA

7 GENERAL INFORMATION:

Requirements for advertising acceptance subject to approval by publisher. New copy to be received by the publisher 2 weeks before closing date.

New Product Release: Available; please submit to editor.

Editorial Research: Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board research.

Ad Format and Placement Policy: Interspersed within articles.

Ad Rotation: All ads are rotated.

Ad/Edit Ratio: 55/45.

Services: Readership studies, market research, and ad enlargements are all available for advertisers.

Mailing List: Available, please contact Brett M. Cogan, Director of Sales.

8 MECHANICAL REQUIREMENTS:

Publication Trim Size: 10⁷/₈" × 13¹/₂"
Hold Live Matter: ⁵/₈" from all trim-size edges
For complete specifications, see
www.clingroup.com/specs.html.

Please Send Disks and Color Proofs to:

Clinicians Group
c/o Production Department
1515 Broad Street
Bloomfield, NJ 07003

Non-bleed Sizes	Width	×	Depth
King page	10 ¹ / ₄ "	×	12 ³ / ₄ "
King spread	21"	×	12 ³ / ₄ "
King ³ / ₄ -page	7 ¹ / ₄ "	×	12 ³ / ₄ "
King ¹ / ₂ -page	5"	×	12 ³ / ₄ "
Jr page ("A-size")	7"	×	9 ³ / ₄ "
Jr page spread	15"	×	9 ³ / ₄ "
Jr ² / ₃ -page	4 ⁷ / ₈ "	×	9"
Jr ¹ / ₂ -page	4 ⁷ / ₈ "	×	6"
Jr ¹ / ₃ -page	2 ³ / ₈ "	×	9"
Jr ¹ / ₃ -square	4 ⁵ / ₈ "	×	4 ¹ / ₈ "
Bleed Sizes	Width	×	Depth
King page	11 ¹ / ₈ "	×	13 ³ / ₄ "
King spread	22"	×	13 ³ / ₄ "
King ³ / ₄ -spread	15 ³ / ₄ "	×	10 ¹ / ₂ "
Jr "A-size" page	8"	×	10 ¹ / ₂ "
Jr "A-size" spread	15 ³ / ₄ "	×	10 ¹ / ₂ "

Paper Stock: Inside Pages: 45# coated stock
Cover: 60# coated stock
4-Color Process: Available

Type of Binding: Saddle-stitched

Digital Ad Specification: File Formats: Our digital ad file format of choice is Quark v4.1 (MAC). Please provide all ancillary files including fonts, original Quark file, and TIFF or EPS graphics. All colors must be in CMYK format. PMS colors are accepted. A digital color proof (Kodak Approval preferred) is required. Please preflight your files. Any files found to have problems with fonts, colors, or graphics will be returned for adjustment. Additional MAC work will be charged back to the agency or client.