

2019 print advertising rate sheet

■ Circulation

20,000+ early career physicians, 3rd-year residents and residency program directors in five specialties.

	Print	E-mail
Internal Medicine	6,001	10,569
Family Medicine	4,359	4,312
Pediatrics	4,131	2,635
Emergency Medicine	4,082	1,972
Psychiatry	2,236	1,642

Publisher: Roman Press Inc. Established 2003

Publication Dates: Printed bi-monthly. Issues mail the first week of the month

■ Print specifications

Placing Ads: Ads and materials must be submitted by 5 PM on the advertising deadline. Cancellations or changes must be received via e-mail by closing date.

Ad Sizes:

- Full page: 8 1/4" x 11 1/8" with bleed [trim size 8 1/8" x 10 7/8"]
- Half page: Horizontal 7 1/4" x 4 7/8"; Vertical 3 7/16" x 10"
- Quarter: Vertical only: 3 7/16" x 4 7/8"

Ad Submission: E-mail krubia@todayshospitalist.com.

- **Complimentary design services:** E-mail ad copy and a high-resolution logo and we'll design your ad at no charge.
- **Print ready art:** If you have a print-ready file, E-mail it as a PDF with embedded fonts.

■ Job board posting

Print ads are posted on the job board jobs.todayshospitalist.com at no charge.

■ E-mail distribution

Put your job listing in our weekly career e-newsletters sent to 21,600 3rd-year residents, residency program directors and 1st, 2nd and 3rd year practicing physicians in five specialties.

■ Advertising contacts

Kristin Vinciguerra
Recruitment Sales Manager
krubia@todayshospitalist.com
866.695.3870, ext. 15

Lauren Hanley
Recruitment Sales Assistant
lhaley@todayshospitalist.com

■ Print advertising rates

Specialty Placement and Rates

Ads are organized by specialty. Advertisers can place ads in multiple categories. There is also a specialty nonspecific section.

Ads per issue	Quarter page	Half page	Full page
1	\$923	\$1,382	\$2,074
2	\$1,663	\$2,489	\$3,731
3	\$2,214	\$3,315	\$4,979

Frequency discount

Advertise in two consecutive issues of Today's Physician, and receive a 3% discount. Advertise in four consecutive issues, and receive an 8% discount.

Additional discount for Today's Hospitalist advertisers

Current Today's Hospitalist advertisers receive 10% off of the above rates!

■ Advertising deadlines

Issue	Closing Date
February.....	1/25/19
April.....	3/26/19
June.....	5/24/19
August.....	7/25/19
October.....	9/26/19
December.....	11/22/19

