

## STAFF



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[www.femalepatient.com](http://www.femalepatient.com)

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**Classified Sales Representatives:**  
 Valley Forge Publishing Group  
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### Contracts/Insertion Orders, Media Rates, and Billing:

Tracy O'Keefe  
 (973) 206-8022 Fax: (973) 206-9378  
[tracy.okeefe@qhc.com](mailto:tracy.okeefe@qhc.com)

### Executive Staff:

President/CEO: Stephen Stoneburn



## RATES

### 1. Effective Date and Discounts:

- Effective Rate Date:** January 2010
- Agency Commission:** 15% of gross billing on space, color, cover, and preferred position charges. Finance charge of 1.5% per month will be applied to all invoices over 60 days.
- Rates Subject to Change With 90 Days' Notice:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

### 2. Earned Rates and Incentive Programs:

- Earned rates are based on frequency of advertising by individual corporate entities within a 12-month period beginning January 2010 and ending December 2010. The number of insertions determines the earned rate. A spread counts as 2 insertions. Full pages and fractional pages each count as single insertions. Each page of an insert counts as 1 insertion.
- Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split run pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved.
- The Female Health Continuity Program:** Advertise the same product in 5 issues of *The Female Patient*<sup>®</sup> and receive the 6th insertion (of equal or lesser size) free.\* Advertise the same product in 10 issues of *The Female Patient*<sup>®</sup> and receive the 11th and 12th

insertions (of equal or lesser size) free. Continuity programs apply to calendar year January 2010 through December 2010.

- Combination Buy:** Advertise the same product in the same month in *The Female Patient*<sup>®</sup> and *Clinician Reviews*<sup>®</sup> and receive a 15% discount off the earned rate in each journal (B&W and color).
- Corporate Discount:** Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full-year 2009 NET advertising spent with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET Spending	Earned 2010 Discount
\$ 150,000	1%
\$ 250,000	2%
\$ 500,000	3%
\$ 750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

\*Advertisers must supply materials for free insertions. Free pages count toward frequency.

# The Female Patient 2010 ADVERTISING RATES & SPECIFICATIONS

## RATES (continued)

Order of discount calculation as applicable:

1. Corporate Frequency Combination
2. Continuity Discount
3. Combination Buy
4. Corporate Discount
5. Agency Discount

- f. **Quadrant Prepayment Plan:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact: Margo Ullmann, Publisher, (973) 206-8962, margo.ullmann@qhc.com for additional details.

### 3. Color:

In addition to earned B/W rates, color rates are per page and apply to full or partial pages.

2-color process	\$960
2-color PMS	\$1,290
2-color metallic	\$1,695
3- & 4-color process	\$2,455
5-color (4-color + 1 match)	\$3,745
4-color + metallic	\$4,150

### 4. Bleed:

No charge.

### 5. Covers and Positions:

- a. **Covers:** Second cover: 25% premium on earned B/W rate. Fourth cover: 50% premium on earned B/W rate.
- b. **Positions:** Table of Contents: 15% premium on earned B/W rate. Editorial: 10% premium on earned B/W rate.

### 6. Classified Rates:

Contact: Valley Forge Publishing  
National Account Executive:  
Tim LaPella, ext. 138  
tlapella@valleyforgepress.com

Valley Forge Publishing Group  
2570 Boulevard of the Generals, Suite 220  
Norristown, PA 19403  
(866) 312-8805  
Fax: (610) 854-3780

## 2010 DISPLAY ADVERTISING RATES

Frequency	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$4,325	\$4,270	\$4,205	\$4,150	\$4,085	\$4,025	\$3,970	\$3,905	\$3,850	\$3,785	\$3,735	\$3,670
2/3 Page	3,795	3,745	3,700	3,640	3,585	3,545	3,480	3,425	3,380	3,320	3,275	3,230
1/2 Page	3,025	2,985	2,945	2,915	2,855	2,825	2,775	2,735	2,705	2,650	2,625	2,565
1/3 Page	2,145	2,110	2,095	2,065	2,040	2,010	1,980	1,965	1,930	1,880	1,870	1,825
1/4 Page	1,735	1,695	1,675	1,660	1,640	1,610	1,575	1,555	1,540	1,510	1,495	1,460

## 2010 INSERT RATES

Frequency	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
2 page	\$8,965	\$8,840	\$8,715	\$8,605	\$8,470	\$8,355	\$8,250	\$8,110	\$7,995	\$7,875	\$7,760	\$7,635
4 page	17,705	17,455	17,205	16,985	16,715	16,485	16,265	15,995	15,765	15,520	15,300	15,045
6 page	26,445	26,070	25,705	25,365	24,960	24,625	24,285	23,875	23,540	23,175	22,830	22,465
8 page	35,180	34,685	34,195	33,740	33,200	32,755	32,305	31,765	31,315	30,820	30,365	29,875
10 page	43,920	43,300	42,690	42,125	41,450	40,885	40,325	39,650	39,085	38,465	37,905	37,285

## INSERT INFORMATION

### 7. Availability:

- a. **Availability:** 2- to 12-page inserts are available. BRCs are accepted on a limited basis. Please call Mike Wendt for specifications.

### 8. Charges:

- a. **Inserts:** See grid
- b. **Back-up charges:** Not applicable
- c. **BRC charge:** \$4,325

### 9. Sizes and Specifications:

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding.

Maximum paper stock: 80 #, offset  
Maximum micrometer reading: .004"

### 10. Trimming:

Ship folded: 8 1/8" x 11"

Trims: 1/8" head, 1/8" foot, 1/8" gutter and face. Book is jogged to the head. Keep live matter 3/8" from trim edges.

Final trim: 7 7/8" x 10 3/4"

### 11. Insert Quantity: 68,500

### 12. Shipping:

Carton packing preferred, marked with title of journal, month of issue, advertiser, product name, and insert quantity.

*The Female Patient*  
RR Donnelly & Sons, Inc.  
1600 North Main St.  
Pontiac, IL 61764  
Attn: Kim Rigsby  
(815) 844-1382

## ISSUANCE AND CLOSING

- 13. **First Issue:**  
February 1976
- 14. **Frequency:**  
Monthly
- 15. **Issue Date:**  
1st of each month
- 16. **Mailing Date & Class:**  
10th of each month, periodicals class
- 17. **Closing Dates:** See grid.

SPACE RESERVATIONS, MATERIAL, AND INSERT DUE DATES			
Issue Date	Ad Closing	ROB Materials Due	Insert Materials Due
January	12/3/09	12/10/09	12/28/09
February	1/5/10	1/12/10	1/25/10
March	2/4/10	2/11/10	2/25/10
April	3/5/10	3/12/10	3/25/10
May	4/5/10	4/12/10	4/26/10
June	5/4/10	5/11/10	5/25/10
July	6/4/10	6/11/10	6/25/10
August	7/2/10	7/12/10	7/26/10
September	8/6/10	8/13/10	8/25/10
October	9/3/10	9/10/10	9/24/10
November	10/5/10	10/13/10	10/25/10
December	11/3/10	11/10/10	11/24/10

## EDITORIAL

- 18. **Special Issues:**  
April: ACOG Bonus distribution
- 19. **General Editorial Direction:**  
Guided by a renowned editorial board and peer-review process, the journal publishes timely, practical, thought-provoking clinical content. *The Female Patient*® is geared to assist health care professionals in diagnosis, treatment, and ongoing disease management of women. It circulates to ObGyns, primary care physicians, and nurse practitioners.
- 20. **Average Issue Information:**
  - a. Average number of articles and departments per issue: 12
  - b. Average feature article length: 4 pages
  - c. **Editorial Columns and Departments:**
    - New
      - Maternal & Fetal Medicine
      - Gynecologic Oncology
      - Urogynecology
    - Bone Health
    - Common Clinical Errors

### Continuing Favorites

- The Cutting Edge
- Sexuality Matters
- Contraception Update
- Menopausal Health
- Adolescent Gynecology
- Practice Algorithm/  
Practice Guidelines
- Case Reports
- ViewPoint
- LegalEASE
- Practice Management
- New Products
- News and Clinical Resources
- Patient Handout  
(English and Spanish)

- 21. **Origin of Editorial:**
  - a. Physician-authored: 97%
  - b. Solicited: 95%
  - c. Unsolicited: 5%
  - d. **Peer review:** All articles are reviewed by Editorial Advisory Board members.

## CIRCULATION

- 22. **Circulation Parameters:**  
*The Female Patient* circulates to office-based and hospital-based physicians (including all residents and 1st year interns), with a primary specialty in obstetrics and/or gynecology, gynecologic oncology, maternal and fetal health, ObGyn critical care, and reproductive endocrinology.  
  
The journal also circulates to office-based physicians with a primary specialty in family practice, general practice, internal medicine, and osteopathy who are qualified through prescribing profiles. Physicians are designated as high prescribers of oral and other contraceptive methods, bone density products, and hormone therapy as well as therapies for migraine, depression, urinary incontinence, and sleep disorders.

Nurse Practitioners, self-designated in women's health, obstetrics and/or gynecology, also receive the publication on a request basis.

- 23. **Circulation Distribution:**  
For subscription rates, contact 1-800-480-4851.
- 24. **Circulation Verification:**  
Audit: BPA®
- 25. **Coverage:**
  - a. Have any specialties been combined in the grid? Yes.
  - b. Date and source of breakout: July 2009 BPA statement
  - c. Circulation Breakout: See grid on next page.

## CIRCULATION (continued)

### CIRCULATION BREAKOUT

	MD				MD/DO	DO	TOTAL
	Office-based	Interns & Residents	Hospital-based	Medical/ Teaching/Other	Military	Office- and Hospital-based	
General Practice	255	1	24	7	2	18	307
Family Medicine/Family Practice	5,635	23	44	44	84	973	6,803
Internal Medicine	3,133	11	46	12	478	104	3,784
Obstetrics and Gynecology	25,570	3,236	1,282	609	292	2,095	33,084
Gynecology	4,693	21	197	132	18	190	5,251
Obstetrics	132	39	15	11	2	9	208
Gynecologic Oncology	819	6	128	33	8	37	1,031
Maternal-Fetal Medicine	425	11	185	82	6	31	740
Reproductive Endocrinology	842	4	84	44	13	17	1,004
Critical Care Medicine (Obstetrics and Gynecology)	21	1	3	0	0	1	26
Nurse Practitioners							7,787
<b>Total</b>	<b>41,525</b>	<b>3,353</b>	<b>2,008</b>	<b>974</b>	<b>903</b>	<b>3,475</b>	<b>60,025</b>

## GENERAL INFORMATION

### 26. Requirements for Advertising Acceptance:

Advertising for professional and nonprofessional products or services is subject to Publisher approval, and may be accepted provided they are in harmony with our policy of service to medical professionals. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our Rate Card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

### 27. Editorial Research:

Editorial development and solicitations for articles and departments are the product of extensive and multiple sources of testing, including

pretesting and posttesting with readers and Editorial Advisory Board members, and study of reader interests through custom research.

### 28. Ad Format and Placement Policy:

- Format: Interspersed
- Ads are rotated

### 29. Advertising/Editorial Ratio Information:

Ad/Edit Ratio: 50/50

### 30. Services to Advertisers:

- Editorial Reprints: (973) 206-8018
- Product News: [www.femalepatient.com](http://www.femalepatient.com)

## MECHANICAL SPECIFICATIONS

### 31. Ad Sizes & Bleed Sizes:

- Hold live matter 3/8" from all sides.
- Trim size of journal is 7 7/8" x 10 3/4".

### 32. Paper Stock:

- Inside pages: 36# coated stock
- Covers: 70# coated stock

### 33. Type of Binding:

Perfect bound

### 34. Reproduction Requirements:

- Follow Specifications for Web Offset Publications (SWOP) guidelines
- 133-line screen recommended
- Maximum density 280%. Body and cover printed heat-set web offset.

### 35. Materials Accepted:

Electronic Files: PDFx1a and PDF. Digital contract color proof required.

### 36. Materials Policy:

Materials including inserts, discs, and electronic files will be held 1 year from date of last insertion and then destroyed.

Send reproduction materials to:

*The Female Patient*  
 Quadrant HealthCom Inc  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054-4609  
 Attn: Mike Wendt (973) 206-8010

	Ad Sizes Width/Depth	Bleed Sizes Width/Depth
2-Page Spread	15" x 10"	16 1/4" x 11"
1 Page	7" x 10"	8 1/8" x 11"
2/3 Page (v)	4 1/2" x 10"	5 3/8" x 11"
1/2 Page (h)	7" x 4 7/8"	8" x 5 1/4"
1/2 Page (v)	3 3/8" x 10"	4 1/8" x 11"
1/3 Page (v)	2 1/8" x 10"	3" x 11"
1/4 Page (v)	3 3/8" x 4 7/8"	4 1/8" x 5 1/4"