

Temporary 2017 MediMedia Managed Markets Rate Card (P&T and Managed Care)

General Information/Contacts

Editorial: P&T* provides managed care professionals and formulary management decision makers with the latest information to help establish medication-related policies and manage their formularies. Articles are authored by experts in the field and undergo a thorough peer review. Its mission is to highlight research and data on drug utilization, prescribing, and adverse drug reactions in order to facilitate the best possible outcomes for patients.

Requirements for Acceptance of Advertising:

For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.

Policy on Advertisement Placement:

Premium positions sold as described on page 5. Full pages are rotated front and back, and advertising is interspersed with editorial content.

Advertising/Editorial Ratio:

Average advertising/editorial ratio will not exceed 55/45.

Website Address:

www.ptcommunity.com

Coverage: National.

Market: Managed care executives and professionals as well as pharmacy and therapeutics committees across the health care spectrum, including those in hospitals, health systems, managed care organizations, and government agencies. These personnel include physicians, pharmacists, nurses, and administrators who serve on drug formulary committees.



MEDIMEDIA MANAGED MARKETS

an ICON plc Company
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Yardley, PA 19067

Lee Termini

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John Loughran

Director of Sales
American Medical Communications, Inc.
Office: 215-292-4112

Established: January 1976.

Affiliation: Independent.

Circulation

	<u>Unduplicated</u>		<u>Committee Members</u>
	<u>Print</u>	<u>Digital</u>	
P&T Formulary Committee Chairs	7,709	6,086	7,709
Medical Directors	6,508	10,358	759
Physicians	2,582	1,830	648
Pharmacists:			
Directors of Pharmacy/ Chief Pharmacists	3,310	5,182	2,354
Clinical Pharmacists	2,021	2,899	891
Pharmacy Managers	3,484	1,744	528
Staff Pharmacists	2,778	2,390	599
Other Related to the Field	1,664	3,535	126
	30,056	34,024	13,614

TOTAL CIRCULATION 64,080

P&T Formulary Committee* Chairs Emails: 6,086

Total Committee* Members Emails: 13,462

*Committee Members are a subset of total circulation and are represented in print and digital counts

Circulation list compiled from P&T subscription requests, SK&A Information Services, Inc., Firstmark P&T Chairs, and Hoover's, Inc.

Rates/Closing Dates

P&T: Pharmacy and Therapeutics
publishes monthly
2017

B&W Rates				
Frequency	1 Page	2/3	Pg 1/2	Pg 1/3 Pg
1x	7,545	6,036	4,527	3,023
6x	7,313	5,850	4,372	2,930
12x	7,169	5,737	4,305	2,869
24x	6,942	5,557	4,161	2,786
36x	6,783	5,428	4,084	2,724
48x	6,644	5,305	3,976	2,657
60x	6,489	5,241	3,904	2,611
72x	6,417	5,140	3,863	2,560
96x	6,365	5,078	3,806	2,498

Color Charges:

Standard second color	1,185
second color	1,750
Three or Four-Color	2,650
Fie color	3,700
Metallic	1,950
Bleed	no charge

INSERTS AND BRCS:

- Inserts billed at earned black/white rate.
- Business Reply Cards billed at full-page, earned black/white rate.
- For nonstandard inserts, please contact the publisher for rates.

SPECIAL PROGRAMS:

- **Incentive Program:** Run seven insertions in *P&T* for the same product in 2016 and receive the eighth insertion free. Run three additional insertions for the same product in 2016 and receive the 12th insertion free. (Number of pages of bonus insertion cannot exceed average of previous insertions. Bonus pages are included when determining a company's earned frequency rate.)
- **New Product Launch Ads:** New products have 12 months from the time of first launch to qualify for above-mentioned bonus pages. If teaser ads run prior to a launch, they will collectively count as one insertion toward the necessary seven.

PREMIUM POSITION RATES

(first come, first served will be honored and contracted):

- Second cover: earned black/white rate plus 25%.
- Fourth cover (sold in combination with third cover): earned black/white rate plus 40%.
- Opposite Table of Contents: earned black/white rate plus 10%.

EARNED RATES:

- The rate is determined by number of units. A unit is a page or a fraction. A spread is two units.
- Insertions of parent companies and subsidiaries are combined to determine earned rate.
- Insertions in *P&T* and *MANAGED CARE* are combined to determine earned rate.

AGENCY COMMISSION AND TERMS:

- 15% commission to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied on all past-due accounts.
- Space and color charges are commissionable; production and mechanical charges are not.

COVER TIPS AND COVER WRAPS:

Consult publisher for specs and pricing based on size and weight.

POLYBAG OPPORTUNITIES:

Consult publisher for specs and pricing based on size and weight.

MISCELLANEOUS:

- Contracts are subject to publisher's acceptance.
- Publisher shall not be liable for failure to publish because of acts of God, strikes, accidents, fires, or other similar circumstances beyond the publisher's control.
- **Cancellations:** Should sponsoring company terminate its program, sponsoring company agrees to pay MediMedia Managed Markets for all expenses and time reasonably incurred through date of receipt of written notification of termination.

**P&T Closing
Dates 2017**

	<u>Space</u>	<u>Materials</u>	<u>In-Office by</u>
Jan	1-Dec	8-Dec	19-Jan
Feb	3-Jan	8-Jan	13-Feb
March	1-Feb	3-Feb	6-Mar
April	1-Mar	2-Mar	11-Apr
May	3-Apr	5-Apr	9-May
June	1-May	4-May	13-Jun
July	1-Jun	5-Jun	11-Jul
August	3-Jul	6-Jul	15-Aug
September	1-Aug	3-Aug	12-Sep
October	1-Sep	4-Sep	10-Oct
November	2-Oct	4-Oct	7-Nov
December	1-Nov	2-Nov	12-Dec

Editorial: MANAGED CARE delivers high-interest analysis and articles through original research and writing. Its editorial mission is to advise managed care executives, physicians, and pharmacists on the integration of the business and medical aspects of the rapidly changing managed care market. A strict fact-checking and peer-review process ensures the accuracy and relevance of editorial content.

Requirements for Acceptance of

Advertising: For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.

Policy on Advertising Placement:

Premium positions sold as described on page 3. Full pages are rotated front and back, and advertising is interspersed with editorial content.

Advertising/Editorial Ratio: Average advertising/editorial ratio will not exceed 55/45.

Advertiser's Index: Included in each issue.



MEDIMEDIA MANAGED MARKETS

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John Loughran

Director of Sales
American Medical Communications, Inc.
Office: 215-292-4112

Website Address:
www.managedcaremag.com

Established: March 1992.

Affiliation: Independent.

Frequency: Monthly.

2017 Editorial Calendar

January	Measurement and rating An in-depth look at quality measurement of providers and health plans Also: Spotlight on real-world evidence
February	Sexual health STDs, coverage of treatment of erectile dysfunction, and other issues at the crossroad of sexual health and managed care
March	Biosimilars Also: Update on generics
April	Telemedicine
May	Cancer Also: Spotlight on real-world evidence in oncology based on news from AACR and in the lead up to ASCO.
June	Niche diseases and specialty medications
July	General interest
August	The 10 Most Important People in Managed Care—and other lists
September	How Doctors Are Paid Now, And Why It Has to Change
October	Autoimmune diseases
November	Medical directors and chief medical officers
December	Our 3rd Annual YIP (Year in Preview) issue

Coverage and Market

Coverage: National.

Physicians and pharmacists in managed care: Group practice, MCO staff, administration.

Managed care executives and decision makers: MCOs, HMOs, PPOs, ACOs, medical groups, integrated health systems and hospitals, including the public and private sectors.

2017 Managed Care	Print	Digital Edition
ACO/IHS/HMO/PPO/PBM/GPO		
President, Vice President, CEO, CIO, CFO, COO, and Executive Director	5,973	5,615
Medical Director	305	199
Managed Care Director	106	179
Formulary Director/P&T Committee Chair	112	181
Case Manager	22	63
Utilization Review	7	10
Director of Quality Assurance	371	720
MIS Director	36	649
Pharmacy Director	188	105
VP/Director of Marketing	603	702
Director of Provider Relations	23	318
VP of Compliance and Audit Svcs	52	156
Group Practice Organization Executives	371	115
Other Administrator	436	155
Total	8,605	9,167
Integrated Health System (IHS)/Hospital/VA/DOD/Government		
Medical Director	977	4,825
Chief of Medical Staff/CMO	2,711	2,849
Formulary Chair, Formulary Committee Member	208	827
Pharmacy Director	2,298	6,486
Director of Quality Assurance	971	1,307
Director of Medicare/Medicaid	203	384
Director of Utilization Review	367	570
Managed Care Director	618	1,097
Administrator	160	489
President	127	2,680
Other Related Hospital Personnel	793	1,962
Total	9,433	2,3476

Nursing Home/Long-Term Care

Medical Director/Chief Medical Officer	4,183	3,061
Assistant Administrator/Administrator/CFO	219	499
CEO/President	21	170
Chief Purchasing Officer	256	140
Pharmacy Manager	27	61
Total:	4,706	3,931

Pharmacists

Chief Pharmacist	94	140
Clinical Pharmacist	437	1,166
Clinical Coordinator	29	45
Consulting Pharmacist	137	221
Pharmacy Manager	465	981
Owner/Chief Pharmacist	31	40
Staff Pharmacist	519	201
Total:	1,712	2,794
Physicians/Medical Directors at Group Practices		
	3,135	3,162
Fortune 500 Benefit Managers		
	28	986
Fortune 500 Medical Directors		
	214	16
Others Related to the Field (US)		
	2,276	1,612
TOTALS	30,109	45,144

TOTAL QUALIFIED CIRCULATION 75,253

Circulation list compiled from MANAGED CARE subscription requests, SK&A Information Services, Inc., and Hoover's, Inc.

Managed Care 2017 Rates

Managed Care
publishes monthly
2017

B&W Rates

Frequency	1 Page	2/3	Pg 1/2	Pg 1/3 Pg
1x	8,580	6,335	5,408	3,605
6x	8,400	6,201	5,294	3,528
12x	8,230	6,087	5,196	3,451
24x	8,034	5,933	5,068	3,373
36x	7,874	5,825	4,975	3,311
48x	7,725	5,711	4,877	3,245
60x	7,632	5,634	4,815	3,203
72x	7,519	5,562	4,748	3,147
96x	7,411	5,485	4,681	3,111

Color Charges:

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Fie color	3,700
Metallic	1,950
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COVER TIPS AND COVER WRAPS:

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- Polybag Opportunities:
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2017**

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May	3-Apr	5-Apr	16-May
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July	1-Jun	5-Jun	18-Jul
August	3-Jul	6-Jul	22-Aug
September	1-Aug	3-Aug	19-Sep
October	1-Sep	4-Sep	17-Oct
November	2-Oct	4-Oct	14-Nov
December	1-Nov	2-Nov	19-Dec

Print Production Specifications

(Both P&T and MANAGED CARE)

SIZES (ALL MEASUREMENTS IN INCHES):

Trim size of publication is 7¾" by 10¾".

	Non-Bleed		Bleed	
	Width	Depth	Width	Depth
2 facing pages (spread)*	15	10	16	11
Single page	7	10	8	11
2/3 page (vertical)	4½	10	5¼	11
1/2 page (horizontal)	7	4½	8	5¼
1/2 page (vertical)	3¾	10	4	11
1/3 page (vertical)	2½	10	2¾	11

* Submit spreads as two single pages.

BLEED SIZES:

- See above for bleed sizes. Allow 1/8" over trim size for any portion of advertisement that bleeds. Copy that does not bleed should be kept at least 3/8" from trimmed edges.

PAPER STOCK:

- Interior Pages: 40# Gloss Coated, #5 Grade.
- Covers: 80# Gloss Coated, #3 Grade.

Type of Binding: Perfect.

REPRODUCTION REQUIREMENTS:

- The publications are printed web offset following Specifications for Web Offset Publications (SWOP).
- 175 line screen.
- Four-color density of 300%; two-color density 180%.

ADVERTISING SPECIFICATIONS:

- Supply all advertising as PDF-x1a files. All fonts should be in outline format or embedded (no True Type fonts).
- SWOP-certified proofs, produced at actual size, can be provided for color and content. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.
- Consult publisher's office for any questions before submission.

FILE SET-UP:

- Single-page image area should be furnished to magazine trim size (7¾" x 10¾"). Include 1/8" bleed on all sides, and be centered within the file.
- For two-page spreads, construct two single-page documents at 7¾" x 10¾". Artwork that bleeds should extend 1/8" beyond the trim.

- For bleed pages, keep essential matter 3/8" from top, bottom, and sides of bleed edge. Bleed spreads should have essential matter at least 7/16" from outer bleed edge of each page. Live material on facing pages should not be closer than 1/8" to center of fold on either side of gutter — a total of ¼" for both pages.
- The publisher reserves the right to crop 1/16" from either side of a full page or half page to compensate for variations in trim.

COLOR:

- CMYK is the only mode for four-color ads. Do not use RGB. Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final color proof or equivalent.

MEDIA ACCEPTED:

- **Email.** Files up to 25 mb in size can be received by email to dflook@medimedia.com. Follow up with a certified color proof (see "Advertising Specifications" section).
- **FTP.** Contact Dawn Flook for login information. Follow up with a certified color proof.
- **CD-ROM/DVD.** See at right for the MediMedia Managed Markets address. Include a certified color proof that is directly printed from supplied files.

Important: After sending ad materials, please notify Dawn Flook at 267-685-3422 or dflook@medimedia.com

PROVIDER INFORMATION REQUIRED:

- Issue date.
- Advertiser, product, and agency name.
- Agency contact person and phone number, or vendor name and number.
- List of contents (printout of disk contents).

GENERAL POLICY:

- Digital files are accepted with the understanding that files are furnished "locked" and are "okay" on receipt. Digital files will not be altered or changed by publisher.
- Publisher bears no responsibility for missing information—text, art, or color. What is embedded will be printed.
- Proofs are furnished for checking color and should reflect the file submitted.
- If you have any questions or concerns about any of the specifications, please contact Phillip Denlinger at 845-362-3155; email: pdenlinger@medimedia.com.

Inserts

- Inserts are accepted. All inserts are subject to publisher's approval. For unusual inserts, consult publisher; full-size stock samples may be required for approval in advance of publication.
- Quantities: Full run: 33,000
- Insert delivered size: 8" by 11", with 1/8" trim all sides. Jogs to head.
- Publication trim size: 7¾" by 10¾"

- Insert stock weights:
 - Maximum 80# offset for two- and four-page
 - Minimum 70# offset for two-page
 - Minimum 60# offset for four-page
- Maximum bulk: .004"
- Shipments should be clearly marked with
 - Publication Name;
 - Issue (Month);
 - Quantity within shipment.
- Contact Dawn Flook at 267-685-3422 for further insert delivery information.