

NEW FOR 2016...
COMBO RATE WITH
MANAGED CARE
SEE PAGE 2
SAVE 20%

PUBLISHER/ADVERTISING SALES OFFICE

MEDIMEDIA MANAGED MARKETS

an ICON plc Company

780 Township Line Road
Yardley, PA 19067

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GENERAL INFORMATION

ADDRESSES:

For contracts, insertion orders, disks, reproduction materials or files, proofs, publication–set copy, or other instructions:

MediMedia Managed Markets

P&T
Attn: Dawn Flook
780 Township Line Road
Yardley, PA 19067
Telephone: 267-685-3422
Email: dflook@medimedia.com

Delivery address for inserts:

R.R. Donnelley
P&T
Attn: Tammy Gilk
100 Banta Road
Long Prairie, MN 56347
Telephone: 320-732-7956

PUBLICATION AND CLOSING DATES:

- Frequency: Monthly.
- Publication date: 4th of the month.
- Closing dates: See page 2.
- Mailing date: Week of publication, periodicals class.
- Cancellations: No later than three weeks before space commitment date.

ESTABLISHED: January 1976.

AFFILIATION: Independent.

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 ADVERTISING PLACEMENT: Premium positions sold as described on page 2. 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.

COVERAGE AND MARKET:

- **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.

CIRCULATION:

	UNDUPLICATED		COMMITTEE MEMBERS*
	PRINT	DIGITAL	
P&T Formulary Committee Chairs	7,662	5,250	7,662
Medical Directors	6,461	9,516	750
Physicians	2,851	1,721	622
Pharmacists:			
Directors of Pharmacy/ Chief Pharmacists	2,543	4,818	2,340
Clinical Pharmacists	1,567	2,345	853
Staff Pharmacists	4,371	3,620	1,101
Others Related to the Field	4,365	1,649	954
Subtotals	29,820	28,919	14,282

TOTAL CIRCULATION: 58,739

P&T Formulary Committee Chairs emails*: 5,250

Total Committee Members emails*: 10,149

*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.

RATE INFORMATION

P&T RATES				
BLACK/WHITE RATES:				
Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1x	7,325	5,860	4,395	2,935
6x	7,100	5,680	4,245	2,845
12x	6,960	5,570	4,180	2,785
24x	6,740	5,395	4,040	2,705
36x	6,585	5,270	3,965	2,645
48x	6,450	5,150	3,860	2,580
60x	6,300	5,088	3,790	2,535
72x	6,230	4,990	3,750	2,485
96x	6,180	4,930	3,695	2,425

COLOR CHARGES:	
Standard second color	1,185
Matched second color	1,750
Three or four color	2,650
Five color	3,700
Metallic	1,950
Bleed	No charge

COMBO RATE WITH MANAGED CARE				
BLACK/WHITE RATES:				
Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1x	12,524	9,608	7,716	5,148
6x	12,204	9,360	7,508	5,016
12x	11,960	9,184	7,380	4,908
24x	11,632	8,924	7,168	4,783
36x	11,384	8,740	7,036	4,688
48x	11,160	8,556	6,876	4,584
60x	10,968	8,446	6,772	4,516
72x	10,824	8,312	6,688	4,512
96x	10,700	8,204	6,592	4,356

COLOR CHARGES:	
Standard second color	2,015
Matched second color	2,975
Three or four color	4,505
Five color	6,290
Metallic	3,315
Bleed	No charge

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.

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.

CLOSING DATES:

Contact Dawn Flook, Director of Production Services, at 267-685-3422 or dflook@medimedia.com for extensions.

Issue	Commitment	Ad Materials	Inserts
January	12/4	12/16	12/21
February	1/4	1/14	1/21
March	2/4	2/11	2/18
April	3/3	3/10	3/16
May	4/4	4/11	4/19
June	5/6	5/13	5/19
July	6/2	6/9	6/16
August	7/1	7/6	7/14
September	8/4	8/11	8/18
October	9/5	9/9	9/19
November	10/3	10/7	10/18
December	11/4	11/10	11/17

PRINT PRODUCTION SPECIFICATIONS

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 ⅛" over trim size for any portion of advertisement that bleeds. Copy that does not bleed should be kept at least ⅜" from trimmed edges.

PAPER STOCK:

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

TYPE OF BINDING: Perfect.

REPRODUCTION REQUIREMENTS:

- P&T is 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 ⅛" 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 ⅛" beyond the trim.
- For bleed pages, keep essential matter ⅜" from top, bottom, and sides of bleed edge. Bleed spreads should have essential matter at least ⅞" from outer bleed edge of each page. Live material on facing pages should not be closer than ⅛" to center of fold on either side of gutter — a total of ¼" for both pages.
- The publisher reserves the right to crop ⅞" 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 15 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 page 1 for the MediMedia Managed Markets address. Include a certified color proof.

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 Philip 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 ⅛" 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 "P&T"; Issue (Month); Quantity within shipment.
 - Contact Dawn Flook at 267-685-3422 for further insert delivery information.

WEBSITE AND DIGITAL PROGRAMS

DIGITAL EDITIONS:

Print advertising will appear in digital edition at no additional cost. To view the digital edition, go to www.ptcommunity.com/digital. Electronic cover tips available for \$2,000 per issue. For additional custom electronic advertising opportunities such as audio and video enhancements, consult publisher's office.

EMAIL BLAST:

Custom message to digital circulation of *P&T* available at \$6,500 per blast. Targeted deployment available. Content is required five days prior to deployment for staging and testing purposes.

BANNERS:

BANNER SIZES: See table below.

SITE: www.ptcommunity.com

PLACEMENTS: ROS and Sponsored Tab/Section

MAXIMUM INITIAL FILE SIZE: 50k

FORMATS ACCEPTED: Third Party Tags, HTML5, Rich Media, GIF, and JPG

BANNERS: Served through DoubleClick for Publishers Small Business.

ANIMATION: Maximum 30 seconds

LOOPS: Maximum 4

MAXIMUM Z-INDEX: 1000

SOUND: User-initiated by click, must include Pause/Mute/Stop

EXPANDABLE: User initiated by click or mouse-over, collapse on mouse-off.

DUE DATE: Tags are due three business days before scheduled campaign start for implementation and testing.

CANCELLATION: No later than the 1st of the posting month.

SEND TAGS TO:

Philip Denlinger

email: pdenlinger@medimedia.com

Telephone: 845-362-3155

BANNER SPECIFICATIONS

Size	Flat Cost Per Month (ROS)	Maximum Expansion (Direction)
728 x 90	\$1,800	728 x 180 (down)
300 x 250	\$1,800	600 x 250 (left)
300 x 600	\$1,800	600 x 600 (left)
160 x 600	\$1,800	600 x 600 (left)
Interstitial	\$2,000	640 x 480
Fixed	\$2,100	728 x 90
IAB Rising Star Sidekick	\$5,000	300 x 250 expands to 850 x 700; pushes page left

CUSTOM PROGRAMS

CLINICAL BRIEF

The object of the Clinical Brief is to present abstracts of clinical studies and/or published pharmaco-economic data in concise, easy-to-read format for managed markets executives, medical and pharmacy directors, and other key clinical decision makers. The Clinical Brief will include a managed care analysis of the article from a managed markets medical director.

PRODUCT PROFILER

An educational program developed by the *P&T* editorial board. The focus of this program is to develop a complete drug therapy review of a specific pharmaceutical product. The purpose is to provide P&T committee member (physicians, pharmacists, medical directors, directors of nursing, etc.) with complete product background information pertinent to formulary considerations.

P&T DIGEST

A disease-specific series that managed care and hospital pharmacy and therapeutics committee members can use as a resource to review specific pharmacological options for disease treatment.

FORMKIT

Formkit.com is a password-protected niche website for pharmacy and therapeutics committee members. Formkit.com provides around-the-clock free access to specific product formulary kit information for the key decision makers at hospitals, managed care organizations, and federal facilities such as the Veterans Administration (VA) and Department of Defense (DOD). P&T committee members, including physicians, pharmacists, medical directors, nurses, and health care administrators, receive free access to the website at all times to assist them in making formulary, economic, and drug rationale decisions.

For costs and program specifics please consult the publisher.