UC+BG URGENT CARE Buyer's Guide.®

2023/2024 RATE CARD

*Reach over 25,000 interested buyers
via our print edition and the
UrgentCareBuyersGuide.com website*

Reservations and Materials Due July 28, 2023

Print Edition:

- Reach clinic owners, business and administrative personnel, and clinicians working in our exclusive list of over 13,900 urgent care clinics nationwide. A printed copy is sent to 19.000 potential buyers. Published in September 2023.

- Bonus copies of the Guide will be distributed in the participant registration bags at the national UCA Spring convention.

Online Website:

- The stand-alone site www.UrgentCareBuyersGuide.com offers buyers instant access to your ad and listing for a full year, with the opportunity for additional high-visibility tactics, if desired.

Advertising Listings & Sales

Stuart Williams
Phone: (480) 245-6400
Fax: (480) 219-9222
swilliams@jucm.com

Published by:

JUCM
THE JOURNAL OF URGENT CARE MEDICINE™

Braveheart Group
1 1 E Sundial Circle
PO Box 5156
Carefree, AZ 85377

2023/2024 RATE CARD

Urgent Care Buyer's Guide Categories

Associations & Societies

Clinical Services

Accreditation	General Medical Supplies/Disposables
Accreditation Management Systems	Infection Control Products
Education, Training: Board Certification	Medical Instruments
Education, Training: Breath Alcohol Technician Training/Certification	Medical Waste Disposal
Education, Training: Certification, Specialty	Orthopedic Supplies/Disposables
Education, Training: Coding Reference, Classes	Over the Counter Product Retail Sales
Education, Training: Compliance OSHA	Pharmaceutical Dispensing Systems
Education, Training: Continuing Medical Education, CME	Point of Care Testing Devices
Education, Training: Credentialing	Uniforms
Education, Training: Training Models (anatomical)	Vaccines
Laboratory Testing Facilities	Wound Care Supplies

Telemedicine / Practice Management Services

Clinical Services (cont.)
- Telemedicine
- Teleradiology
- Travel Medicine

EMR and Revenue Cycle Management

- Billing Software
- Collection Services
- Electronic Medical Records (EMR)
- Practice Management Software
- Revenue Cycle Management

Medical Equipment

- AED
- Capital Equipment: Exam Tables
- Capital Equipment: Office Furniture
- Diagnostic Equipment: Chemistry Analyzer
- Diagnostic Equipment: EKG
- Diagnostic Equipment: Hematology Systems
- Diagnostic Equipment: Oximetry
- Diagnostic Equipment: Point of Care
- Diagnostic Equipment: Spirometry
- Equipment Dealers, Refurbished
- Equipment Repair, Biomed
- Imaging Equipment: PACS
- Imaging Equipment: Ultrasound
- Imaging Equipment: X-Ray

Medical Supplies/Disposables

- Breath Alcohol Testing Devices
- Dental Emergency Supplies
- Drug Screen Supplies
- Emergency/Crash Cart Supplies

Practice Management Services

- Consulting Services, Laboratory
- Consulting Services: Occupational Medicine
- Consulting Services: Practice Management
- Dictation Products
- Employee Benefits Services
- Facility Cleaning Services
- Facility Management Services
- Facility Security Services
- Group Purchasing Services
- Insurance: Medical Liability
- Lab Software
- Legal Services
- Marketing: Advertising Services
- Marketing: Consulting Services
- Marketing: Patient Education Supplies/Services
- Marketing: Patient Satisfaction/Surveys
- Marketing: Website Development & SEO
- Patient Assistance Programs
- Patient Registration & Wait Time Products
- Practice Management Software
- Provider Staffing/Locum Tenens
- Staff Scheduling Software
- Translation Services

Practice Start Up, Financing & Sales

- Architecture/Design & Build Services
- Consulting Services: New Clinic Startup
- Financial Advisory Services
- Franchises
- Practice Acquisition/Broker
- Real Estate Services

2023/2024 RATE CARD

Reservations and Materials Due July 28

Rates and Specifications:

Description	Free Listing	Boxed Listing	1/3 Page Display	1/2 Page Display	Full Page Display
Company Name / Website URL	X	X	X	X	X
Address and Phone Number	X	X	X	X	X
email Address		X	X	X	X
50-Word Description		X	X	X	X
Corporate Logo		X	X	X	X
UCBG website: Up to 5 Pictures on your listing			X	X	X
UCBG website: Homepage Product Showcase rotating panel ad—300x250 pixels			1 month	2 months	3 months
UCBG website: Banner ad on website— 728x90 banner or 300x250 big box ad					2 months
UCBG website: Featured product listing in product category of your choice					1 year
Net Cost	Runs if space is available	$835	$3,060	$3,775	$4,880

UrgentCareBuyersGuide.com website-only regular pricing:

Description	Monthly Net Cost	Annual Net Cost
Product Showcase ad on homepage carousel — 300x250	$300	$2,100
Monthly Promotions Listing on homepage — text and logo	$150	$1,050
Product Pictures on listing — up to 5 pictures		$250
Featured Listing on category page — your listing sorted to the top		$250
Big Box Ad runs sitewide — 300x250	$400	
Leaderboard Ad runs site wide — 728x90	$500	

2023/2024 RATE CARD

Print Ad Sizes		
Ad	**Standard Page**	**Bleed Page**
Cover	6.625" x 9.312"	8.25" x 11"
Full Page	6.625" x 9.312"	8.25" x 11"
1/2 Page	6.625" x 4.312"	
1/3 Page	2.25" x 9.312"	

Digital Ad Sizes	
Product Showcase banner	300 x 250 pixels
Featured Listing—Homepage & Category	Auto Generates from Listing & Logo
Big Box ad banner—RH Side	300 x 250 pixels
Leaderboard ad banner—Top	728 x 90 pixels
Company Listing page ads	Logo: 150 x 105 pixels, product images: 600 x 480 pixels

General Information:

Acceptance of Advertising
Advertising is subject to approval by the publisher, which reserves the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher and Editor of the Journal from and against any loss, expense, claim, or liability resulting from their advertisement.

Digital File Specifications:

Online Art Guidelines are Available Here:
https://www.kwglobal.com/ditial-art-support

File formats
PDF is the preferred file format. We accept PDF/X-1a+ files that adhere to the page geometry requirements (next column). Single-page PDF files are the standard for production and are required for certain types of automation processes. If you must send multiple-page PDF files, please discuss this with your Cenveo account manager. Pages contained in each multiple-page PDF file must be contiguous. Do not merge multiple PDF files into a single PDF file. This can create font ID conflicts and cause type characters in the merged file to drop unexpectedly.

Submitting PDF Files
We accept native page-layout application files created in Adobe InDesign for Macintosh (up to and including Adobe InDesign CC 2014) and Adobe InDesign for Windows (up to and including Adobe InDesign CS5.5). We accept native page-layout application files created in QuarkXPress for Macintosh (up to and including QuarkXPress 10) and Windows (up to and including QuarkXPress 8.5).

FILE CONSTRUCTION CONSIDERATIONS

Imported Image Files
• Industry standard is for continuous-tone-type images to be saved to CMYK or Grayscale mode. Optimum resolution of continuous tone-type images is 2 times the line screen at which the publication will be produced. Minimum recommended resolution is 1.5 times the line screen at which the publication will be produced.
• Line-art scans should be saved to Bitmap mode and should have an effective resolution no lower than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
• Apply custom effects (colorizing, rotation, and other special effects) in the photo-retouching program.
• Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
• Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.

Page Geometry Requirements

PAGE-LAYOUT APPLICATION FILE DIMENSIONS
The page-layout file must be set up to the true-trim size of the publication. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides.

PDF FILE DIMENSIONS
The originating page-layout application file must be set to the true-trim size of the publication. The overall (Media Box) size of the PDF file must be exactly trim-size-plus-one-inch with exactly one-half inch of space on each side of
the trim to accommodate bleed and marks. This PDF file must include a valid TrimBox and crop/registration marks. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides, and crop marks must fall completely outside of the bleed area.

Imported Art Files
• Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
• Select all text and convert to outlines before saving to import into the page layout.
• Be sure that the colors are specified properly in your files. Make sure that colors are set to CMYK rather than RGB. If elements are to print in a spot color, be sure the spot color name matches exactly to the spot color name for the same color used in the page-layout application. Make sure that spot colors are correctly designated as "Spot" and that process colors are correctly designated as "CMYK" or "Process Separation".
• Be aware of effects that can be caused by transparency and flattener settings. We recommend that all transparency be flattened in the final page file that is submitted for processing.
• We accept native page-layout application files that are created in QuarkXPress and Adobe InDesign. If you are sending application files (rather than PDF files), it is important that you supply all of the elements that went into the building of those files: fonts, art files, and high-resolution image files.
• Avoid use of third-party XTensions or Plug-Ins in your page-layout application if you are supplying native files.
• Avoid font menu styling to create type effects. Avoid use of TrueType fonts.
• Be sure colors are specified properly in your files. If you've created any custom colors or are using Pantone colors, be sure they're designated as "Process Separation" or "Spot" depending on the intent. Delete any unused colors from the palette. Make sure all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name.

Coloring Black Elements
• All text that are to be black must be only colored as 100% black or a screen of black. Do not use Registration or a
Process build to define the black element.
• All barcodes must to be black and colored as 100% black. Do not use Registration or a Process build to define the barcode.
• Rich Black elements should be built as C=30% M=30% Y=30% K=100%, Do not use for text.

Confirmation
• Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
• Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.