2019/2020 RATE CARD

Reach over 20,000 interested buyers via our print edition and the UrgentCareBuyersGuide.com website

Reservations and Materials Due August 9,2019 to receive a 30% discount

Print Edition:

- Reach clinic owners, corporate and business personnel, and clinicians working in our exclusive list of over 10,800 urgent care clinics nationwide. A printed copy is sent to 16,500 potential buyers. Published in September 2019.

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

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: (201) 529-4004
Fax: (201) 529-4007
swilliams@jucm.com

Published by:

JUCM
THE JOURNAL OF URGENT CARE MEDICINE

Braveheart Group
185 State Route 17, Ste 4
Mahwah, NJ 07430

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Urgent Care Buyer's Guide Categories

Associations & Societies

Clinical Services

Accreditation

Drug Testing Labs

Education, Training: Board Certification

Education, Training: Breath Alcohol Technician Training/Certification

Education, Training: Certification, Specialty

Education, Training: Coding Reference, Classes

Education, Training: Compliance OSHA

Education, Training: Continuing Medical Education, CME

Education, Training: Credentialing

Education, Training: DOT

Education, Training: Training Models (anatomical)

Laboratory Testing Facilities

Scribes

Telemedicine

Teleradiology

Travel Medicine

EMR and Billing Services

Billing Services

Billing Software

Collection Services

Electronic Medical Records (EMR)

Practice Management Software

Revenue Cycle Management

Medical Equipment

Capital Equipment: Exam Tables

Capital Equipment: Lighting

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: Urinalysis

Equipment Dealers, Refurbished

Equipment Repair, Biomed

Imaging Equipment: PACS

Imaging Equipment: Ultrasound

Imaging Equipment: X-Ray

Supplies/Disposables

Breath Alcohol Testing Devices

Dental Emergency Supplies

Drug Screen Collection/Testing Supplies

Emergency/Crash Cart Supplies

General Medical Supplies

Infection Control Products

Medical Instruments

Medical Waste Disposal

Orthopedic Supplies/Disposables

Pharmaceutical Dispensing Systems

Point of Care Testing Devices

Uniforms

Vaccines

Wound Care Supplies

Practice Management Services

Charts/Files/Records

Consulting Services, Laboratory

Consulting Services: Occupational Medicine

Consulting Services: Practice Management

Dictation Products

Employee Benefits Services

Facility Cleaning Services

Group Purchasing Services

Insurance: Medical Liability

Lab Software

Laundry Services

Legal Services

Marketing: Advertising Services

Marketing: Consulting Services

Marketing: Patient Education Supplies/Services

Marketing: Patient Satisfaction/Surveys

Marketing: Public Relations

Marketing: Research

Marketing: Website Development & SEO

Patient Registration & Wait Time Products

Payment Processing

Practice Management Software

Provider Staffing/Locum Tenens

Staff Scheduling Software

Transcription Services

Translation Services

Practice Start Up, Financing & Sales

Architecture/Design & Build Services

Consulting Services: New Clinic Startup

Financial Advisory Services

Financing

Franchises

Practice Acquisition/Broker

Real Estate Services

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Early Bird Reservations and Materials Due August 9, 2019

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—600x400 pixels			1 month	2 months	3 months
UCBG website: Banner ad on website— 728x90 banner or 350x250 big box ad					2 months
UCBG website: Featured product listing in product category of your choice					1 year
Early Bird Net Cost	Runs if space is available	~~$835~~ $560	~~$3,060~~ $2,050	~~$3,775~~ $2,530	~~$4,880~~ $3,270

UrgentCareBuyersGuide.com website-only regular pricing:

Description	Monthly Net Cost	Annual Net Cost
Product Showcase ad on homepage	$300	$2,100
Monthly Promotions ad on homepage	$150	$1,050
Featured Listing on homepage	$100	$700
Product Pictures on listing—up to 5		$250
Featured Listing on category page		$250
Big Box Ad on homepage	$250	
Leaderboard Ad—runs site wide	$250	

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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	600 x 400 pixels
Monthly Promotion	150 x 105 pixels plus 40 words of text
Featured Listing—Homepage & Category	158 x 111 pixels plus 40 words of text
Big Box ad—Homepage and Category	300 x 250 pixels
Leaderboard ad	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 Specifications:

File formats
For detailed instructions and information on Ad File Specifications go to:

Ad File Specifications Help

The link above will take you a Quad Graphics PDF which provides access to information on digital specifications for ad file creation and step by step instructions for creating PDF files.

Submitting PDF Files
A PDF optimized or created using either DALiM TWiST, Kodak Prinergy, or Esko Automation Engine, is the preferred file format for both web offset and gravure printing. PDF files created with a RIP other than DALiM TWiST, Kodak Prinergy, or Esko Automation Engine, must undergo our Optimization process. (See chapter 3.) If a PDF 1.4 and above is created, transparency remains live and must be flattened by the RIP or proofer during prepress. Flatteners in RIP software vary, so different RIPs and proofers may deliver different results. If you supply a flattened proof but an unflattened PDF file of the page or ad, then the flattener that created the proof must perfectly match our flattener or there may be different output results.

PDF/X-1a for Print-Only Clients
Print-only clients should submit flattened PDF/X-1a files. Download instructions and importable output presets at: http://www.qg.com/imaging_specifications.asp

PDF/X-4 for Print / Multi-Media Clients
If you are supplying PDFs for print and multi-media, PDF/X-4 is required. Our settings differ from the standard in that they do not allow layers and require only CMYK color space for images.
Download instructions and importable output presets at: http://www.qg.com/imaging_specifications.asp

All PDF files *MUST* have:

- All fonts embedded
- Page geometry defined and consistant (trim, bleed, and media/art boxes)
- Correct color space for all elements (CMYK, named spot color, grayscale)
- Spot colors named consistantly with alternative color as CMYK
- If your Spot color has a second hit "BUMP" separation it must be named as such: Pantone name[space]BUMP (all caps). Example: PANTONE 804 C BUMP
- Color and Grayscale image resoution between 225 and 300 ppi
- Bitmap image resolution between 600 and 1200 dpi

PDF files *CANNOT* have:

- Calibrated RGB, LAB, ICC-based color
- Form fields
- Interactive elements such as movies, sounds, buttons, hyperlinks and annotations.
- OPI comments
- Layers
- Transfer functions
- Actions and Javascript
- Security settings or Encryption
- Preseparation

INDESIGN, QUARK AND ACROBAT PDFS
PDFs exported from InDesign and QuarkXPress are not plate-ready files. These and other normalized PDF files and PostScript files are accepted, but also must undergo out optimization and Handle & Prepare processes to create plateready files (see chapters 2 & 3). Download instructions and importable output presets at: http://www.qg.com/imaging_specifications.asp

NATIVE PAGE FILE APPLICATIONS
Quad/Graphics accepts native Macintosh page files created using the most current released versions of Adobe InDesign and QuarkXPress. Native InDesign pages and QuarkXPress are processed in a traditional prepress workflow. Proofs are then forwarded to the client for approval.