

**PUBLISHER/ADVERTISING SALES OFFICE**

MEDIMEDIA MANAGED MARKETS, LLC.

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**Advertising Sales Office:**  
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**Website Address:**  
 www.managedcaremag.com

**GENERAL INFORMATION**

**1. PUBLICATION DATE AND CLOSING DATES:**

- a. Frequency: Monthly.
- b. Publication date: 9th of the month.
- c. Closing dates: **See section 20.**
- d. Mailing date: Week of publication.
- e. Cancellations: No later than three weeks before space commitment date.

**2. ESTABLISHED: March 1992.**

**3. AFFILIATION: Independent.**

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

**5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:**

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

- 6. POLICY ON ADVERTISING PLACEMENT:** Premium positions sold as described in section 16. Full pages are rotated front and back, and advertising is interspersed with editorial content.
- 7. ADVERTISING/EDITORIAL RATIO:** Average advertising/editorial ratio will not exceed 55/45.
- 8. ADVERTISERS' INDEX:** Included in each issue.
- 9. COVERAGE AND MARKET:**
  - a. Coverage: National.
  - b. Physicians and pharmacists in managed care: group practice, ACO/HMO staff, administration.
  - c. Managed care executives and decision makers: ACOs, HMOs, PPOs, groups, integrated health systems and hospitals, including the public and private sectors.

**10. CIRCULATION:**

**UNDUPLICATED  
 PRINT DIGITAL**

	UNDUPLICATED PRINT	DIGITAL
<b>ACO/HMO/PPO/IHO/PBM</b>		
President, CEO, CFO, COO, Executive Director	2,326	2,256
Medical Director	285	217
Managed Care Director	94	104
Formulary Director/P&T Committee Chair	90	410
Pharmacy Director/Chief Pharmacist	151	111
Other Pharmacist	256	305
Case Manager	31	55
Utilization Review	16	11
Director of Quality Assurance	441	851
MIS Director	56	655
VP/Director of Marketing	434	649
Director of Provider Relations	142	95
<b>Subtotal</b>	<b>4,322</b>	<b>5,719</b>

<b>HOSPITAL/IHS/VA/DOD/GOVERNMENT</b>		
Medical Director	2,808	6,354
Chief Medical Officer	4,129	1,475
Formulary Chair, Formulary Committee Member	1,366	1,020
Pharmacy Director/Chief Pharmacist	3,455	5,816
Other Pharmacist	2,975	3,744
Director of Quality Assurance	183	129
Director of Medicare/Medicaid	43	35
Director of Utilization Review	440	414
Managed Care Director	2,126	1,657
<b>Subtotal</b>	<b>17,525</b>	<b>20,644</b>

<b>NURSING HOME/LONG-TERM CARE/HOME HEALTH</b>		
Medical Director/Chief Medical Officer	4,360	1,145
Pharmacy Director/Chief Pharmacist	95	129
Other Pharmacist	146	150
<b>Subtotal</b>	<b>4,601</b>	<b>1,424</b>

Physicians/Medical Directors at Group Practices	1,813	2,544
Fortune 500 Medical Directors	281	21
Fortune 500 Benefit Managers	345	1,521

**SUBTOTALS** **28,887** **31,873**

**TOTAL QUALIFIED CIRCULATION** **60,760**

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

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**RATE INFORMATION**


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**11. BLACK/WHITE RATES (GROSS):**

(Effective January 1, 2015)

Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1 Time	\$8,330	\$6,150	\$5,250	\$3,500
6 Times	8,155	6,020	5,140	3,425
12 Times	7,990	5,910	5,045	3,350
24 Times	7,800	5,760	4,920	3,275
36 Times	7,645	5,655	4,830	3,215
48 Times	7,500	5,545	4,735	3,150
60 Times	7,410	5,470	4,675	3,110
72 Times	7,300	5,400	4,610	3,155
96 Times	7,195	5,325	4,545	3,020

**12. COLOR CHARGES (GROSS):**

Standard second color	\$ 1,185
Matched second color	\$ 1,750
<b>Three or four color</b>	<b>\$ 2,650</b>
Five color	\$ 3,700
Metallic	\$ 1,950
Bleed	No charge

**13. INSERTS AND BRCs:**

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

**14. WEBSITE AND DIGITAL PROGRAMS:**

- Banner Advertising:** On [www.managedcaremag.com](http://www.managedcaremag.com)  
Sizes include: 728x90, 300x250, 160x600, 300x600, or 468x60 = Flat \$3,600 net/banner/month; road block 640x480 = Flat \$4,000 net/month; 728x90 fixed = Flat \$4,200 net/month rotated throughout the site. Refer to page 4 for specifications.
- Digital Editions:** Print advertising will appear in digital edition at no additional cost (to view the digital edition, go to [www.managedcaremag.com](http://www.managedcaremag.com)). Electronic cover tips available for \$2,000/issue. For additional custom electronic advertising opportunities such as audio and video enhancements, consult publisher's office.
- E-Mail Blast:** Custom message to digital circulation of MANAGED CARE available at \$6,500/blast. Content is required five days prior to deployment for staging and testing purposes.

**15. SPECIAL PROGRAMS:**

- Incentive Program:** Run seven insertions in MANAGED CARE for the same product in 2015 and receive the eighth insertion free. Run three additional insertions for the same product in 2015 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.)
- Combination Incentive Program for MANAGED CARE and P&T:** Run seven insertions for the same product in both journals and receive the eighth insertion in each free. Run 10 paid insertions for the same product in each of the journals

and receive two free insertions in each. Additional aggressive discounts can apply. Consult publisher for further details. Discounts cannot be combined.

- 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.

**16. PREMIUM POSITION RATES:**

- Second cover: Earned B/W rate plus 25%.
- Fourth cover (sold in combination with third cover): Earned B/W rate plus 40%.
- Facing Table of Contents: Earned B/W rate plus 10%.

**17. EARNED RATES:**

- 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 MANAGED CARE and P&T are combined to determine earned rate.

**18. 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.

**19. 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 their 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.

**20. CLOSING DATES FOR 2015**

Contact Mary Ellen Curry, Director of Production Services, at 267-685-2782 or [mecurry@medimedia.com](mailto:mecurry@medimedia.com) for extensions.

Issue	Space Commitment	Ad Materials	Inserts
January	12/10	12/22	12/29
February	1/9	1/22	1/30
March	2/10	2/23	2/27
April	3/10	3/16	3/20
May	4/10	4/22	4/28
June	5/11	5/22	5/29
July	6/10	6/22	6/30
August	7/10	7/22	7/30
September	8/10	8/21	8/28
October	9/10	9/22	9/30
November	10/10	10/22	10/26
December	11/10	11/22	11/26

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**PRINT PRODUCTION SPECIFICATIONS**


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**21. SIZES: (ALL MEASUREMENTS IN INCHES)**

Trim size of publication is 7 $\frac{3}{4}$ " by 10 $\frac{3}{4}$ ".

	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)	4 $\frac{1}{2}$	10	5 $\frac{1}{4}$	11
1/2 page (horizontal)	7	4 $\frac{1}{2}$	8	5 $\frac{1}{4}$
1/2 page (vertical)	3 $\frac{3}{8}$	10	4	11
1/3 page (vertical)	2 $\frac{1}{8}$	10	2 $\frac{7}{8}$	11

**22. BLEED SIZES:**

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

**23. PAPER STOCK:**

- Inside pages: 40# machine-coated offset.
- Covers: 80# offset enamel.

**24. TYPE OF BINDING:** Perfect.**25. HALFTONE SCREEN:**

- Covers: 175 line.
- Inside: 175 line.
- 4-color screen: 175 line.

**26. REPRODUCTION REQUIREMENTS:**

- MANAGED CARE is printed web offset.
- MANAGED CARE is printed direct-to-plate.
- Advertising must be provided in electronic format.
- PDF-X1a is required.
- Consult publisher's office before submission.

**27. DIGITAL PROOFS:**

- All digital advertising must be accompanied by a full-size color proof meeting SWOP standards. (The complete set of SWOP specifications can be found at [www.swop.org](http://www.swop.org).)
- Recommended: Fuji PictroProof, KODAK APPROVAL, or equivalent.
- Proof should contain SWOP standard color bars. (Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip.)
- Acceptable (for identification only, not for color): Dye sublimation, inkjet or similar laser quality proofing system.
- Maximum dimension for single page proof: 11" x 17".
- If color proof or equivalent cannot be provided with four-color ads, consult publisher's office.

**28. FILE SET-UP:**

- Single page image area should be furnished to magazine trim size (7 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ "), include  $\frac{1}{8}$ " bleed all sides, and be centered within the file.
- Spreads (two facing pages), should be furnished as one file, with image area centered within the file, to magazine trim size, and include  $\frac{1}{8}$ " bleed top, bottom, and outside only.
- For bleed pages, keep essential matter  $\frac{3}{8}$ " from top, bottom and sides of bleed edge. Bleed spreads should have essential

matter at least  $\frac{7}{16}$ " from outer bleed edge of each page. Live material on facing pages should not be closer than  $\frac{1}{8}$ " to center of fold on either side of gutter — a total of  $\frac{1}{4}$ " for both pages. The publisher reserves the right to crop  $\frac{1}{16}$ " from either side of a full page or half page to compensate for variations in trim.

**29. 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.

**30. MEDIA ACCEPTED:**

- CD-ROM
  - DVD
- See section 48 for the MediMedia Managed Markets address.

Important: After sending ad materials electronically:

- Notify Mary Ellen Curry at 267-685-2782 or [mecurry@medimedia.com](mailto:mecurry@medimedia.com).
- Send a color paper proof (see section 27 for proof specifications) to Mary Ellen Curry at MediMedia Managed Markets (see section 48 for mailing address).

**31. 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).

**32. 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; e-mail: [pdenlinger@medimedia.com](mailto:pdenlinger@medimedia.com).

**33. 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.
- Insert delivered size: 8" by 11", with  $\frac{1}{8}$ " trim all sides. Jogs to head.
  - Publication trim size: 7 $\frac{3}{4}$ " by 10 $\frac{3}{4}$ "
  - 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"
  - Quantities: Full run: 35,000
  - Contact Mary Ellen Curry at 267-685-2782 for further insert delivery information.

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**BANNER SPECIFICATIONS**


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- 34. SITE:** www.managedcaremag.com
- 35. SIZES ACCEPTED:**  
 728 x 90 Leaderboard  
 300 x 250 Medium Rectangle  
 160 x 600 Wide Skyscraper  
 300 x 600 Half page  
 468 x 60 Standard Banner  
 640 x 480 Roadblock
- 36. PLACEMENTS:** ROS and Sponsored Disease Management Tab/Section
- 37. MAXIMUM INITIAL FILE SIZE:** 40K
- 38. FORMATS ACCEPTED:** Flash, Rich Media, GIF, and JPG
- 39. BANNERS:** Served through DoubleClick for Publishers Small Business.
- Sponsor can provide HTML, Flash, .jpg, .gif, .png files, or you can have your banners served from PointRoll or another ad server company.
  - We use DoubleClick to schedule, monitor, and track what appears on our sites. Sponsor does not need to have an arrangement with DoubleClick.
- 40. TAGS:** Accepted from third party services providers such as PointRoll or DFA.
- Limit one clickTAG.
- 41. ANIMATION:** Maximum 30 seconds
- 42. LOOPS:** Maximum 4

- 43. SOUND:** User-initiated by click, must include Pause/Mute/Stop
- 44. EXPANDABLE:** User initiated by click or mouse-over, collapse on mouse-off
- 45. DUE DATE:** Files are due by the 10th of the month for testing purposes. Journal is posted mid-month.
- 46. CANCELLATION:** No later than the 1st of the posting month.
- 47. SEND TAGS TO:**  
 Philip Denlinger  
 email: pdenlinger@medimedia.com  
 Telephone: 845-362-3155
- 48. ADDRESSES:**  
 For contracts, insertion orders, disks, reproduction materials or files, proofs, publication-set copy, or other instructions:

**MediMedia Managed Markets**

MANAGED CARE  
 Attn: Mary Ellen Curry  
 780 Township Line Road  
 Yardley, PA 19067  
 Telephone: 267-685-2782  
 Fax: 267-685-2966 or 267-685-8457

**Delivery address for inserts:**

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

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**CUSTOM PROGRAMS**


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**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.

*For costs and program specifics please consult the Publisher.*

**MEDICAL DIRECTORS FORUM (MDF)**

**www.medicaldirectorsforum.com**

**Professional Networking Community**

Medical Directors Forum is the first and only closed loop, verified professional networking community for Medical Directors. It consists of verified, registered Medical Directors within managed care health plans, medical group practices, hospitals, employers, long-term care, behavioral health and VA facilities.

**REIMBURSEMENT CONNECT (RC)**

**www.reimbursementconnect.com**

**Professional Networking Community**

Reimbursement Connect is a closed-loop social media community that connects billing, coding, and compliance experts. RC was developed by revenue specialists *for* revenue specialists and is overseen by a steering committee that is comprised of peers in various specialties. The site offers professional collaboration, networking, and communication opportunities for a unique audience. Sponsors have opportunities to distribute targeted peer-to-peer assets including brand micro sites, speaker slide decks, video assets, and reimbursement information.