

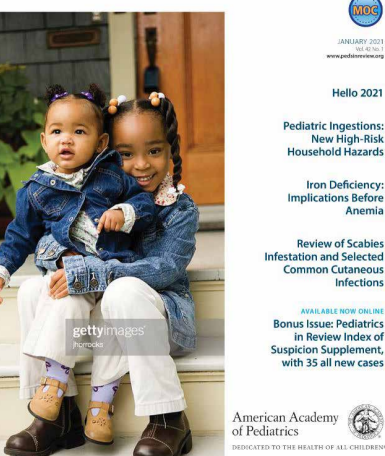
American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



2024

Media Kit



The **American Academy of Pediatrics (AAP)** is a professional membership organization of primary care pediatricians, pediatric medical sub-specialists and pediatric surgical specialists dedicated to the health, safety, and well being of infants, children, adolescents and young adults.

The AAP offers an array of print and online advertising opportunities for companies to reach their target audience throughout the year. Each opportunity described in this media kit offers unique vehicles to reach the AAP membership (67,000), primary care pediatricians, pediatric medical sub-specialists and pediatric surgical specialists.

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AAP News is the official newsmagazine of the American Academy of Pediatrics and the trusted source for updates on CPT coding, health information technology, product recalls, vaccines, and Academy news.

AAP News is dedicated to informing, educating and inspiring readers on matters related to pediatric health care and the Academy. News and feature stories, commentaries, and regular columns are written by staff and Academy members.

Frequency: Monthly.

Mail class: Standard mail.

Circulation: 57,992*

*Using average circulation from most recent BPA statement.

RUN OF BOOK (ROB) B/W RATES

Frequency	Tabloid page	Island page	1/2 page	1/4 page
1x	\$6,800	\$5,270	\$5,140	\$2,615
6x	\$6,750	\$5,190	\$5,060	\$2,580
12x	\$6,685	\$5,120	\$4,990	\$2,565
24x	\$6,395	\$5,025	\$4,895	\$2,485
36x	\$6,280	\$4,870	\$4,750	\$2,425
48x	\$6,090	\$4,670	\$4,545	\$2,325
60x	\$5,885	\$4,575	\$4,440	\$2,270
72x	\$5,755	\$4,460	\$4,335	\$2,210
84x	\$5,700	\$4,345	\$4,225	\$2,160
96x	\$5,635	\$4,280	\$4,145	\$2,120

RUN OF BOOK (ROB) COLOR RATES

Frequency	Tabloid page	Island page	1/2 page	1/4 page
1x	\$9,785	\$8,255	\$8,125	\$5,600
6x	\$9,735	\$8,175	\$8,045	\$5,565
12x	\$9,670	\$8,105	\$7,975	\$5,550
24x	\$9,380	\$8,010	\$7,880	\$5,470
36x	\$9,265	\$7,855	\$7,735	\$5,410
48x	\$9,075	\$7,655	\$7,530	\$5,310
60x	\$8,870	\$7,560	\$7,425	\$5,255
72x	\$8,740	\$7,445	\$7,320	\$5,195
84x	\$8,685	\$7,330	\$7,210	\$5,145
96x	\$8,620	\$7,265	\$7,130	\$5,105

COVER/PREMIUM POSITION RATES*

Cover tip	\$33,000 gross per issue
Supplied outsert	\$33,000 gross per issue
Cover 4	Earned rate plus 50%
Center spread	Earned rate plus 25%
First right-hand page	Earned rate plus 10%

*Non-cancellable, 10% penalty applied.

INSERT RATES

Frequency	2-page island	2-page tabloid	4-page island	4-page tabloid
1x	\$10,350	\$13,415	\$20,700	\$26,830
6x	\$10,190	\$13,305	\$20,390	\$26,615
12x	\$10,050	\$13,200	\$20,105	\$26,395
24x	\$9,865	\$12,605	\$19,730	\$25,200
36x	\$9,570	\$12,375	\$19,130	\$24,760
48x	\$9,155	\$11,990	\$18,320	\$23,980
60x	\$8,960	\$11,585	\$17,920	\$23,170
72x	\$8,740	\$11,335	\$17,475	\$22,660
84x	\$8,520	\$11,200	\$17,035	\$22,420
96x	\$8,375	\$11,075	\$16,750	\$22,150

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Back-up Rates: 1/2x earned B/W page rate.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/1	12/7	12/15
February	1/3	1/7	1/16
March	2/1	2/4	2/16
April	3/1	3/4	3/15
May	4/1	4/5	4/16
June	5/3	5/6	5/15
July	6/1	6/7	6/15
August	7/1	7/5	7/16
September	8/2	8/6	8/16
October	9/1	9/6	9/13
November	10/3	10/6	10/15
December	11/1	11/4	11/15

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at the AAP National Conference & Exhibition are highlighted.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	20-5/8 x 13-1/2"	18 x 12-1/8"
Tabloid page	10-5/16 x 13-1/2"	9 x 12-1/8"
Island page	—	6-5/8 x 9-1/2"
Island spread	—	14-7/16 x 9-1/2"
1/2 page (horizontal)	—	9 x 6"
1/2 page (vertical)	—	4-3/8 x 12-1/8"
1/4 page (column)	—	2 x 12-1/8"
1/4 page (box)	—	4-3/8 x 6"
Cover tip	—	9-1/2 x 6"
Outsert	—	10 x 13" maximum

Publication trims at 10-1/16 x 13-1/4" or 20-1/8 x 13-3/4" for a spread, keep live matter 1/2" from trim.

Stock: Body of journal is 36.5 lb. text stock, cover pages are 60 lb. stock.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page island insert	8-3/8 x 11-3/16"
2-page tabloid insert	10-5/16 x 13-1/2"
4-page island insert (supply folded)	8-3/8 x 11-3/16"
4-page tabloid insert (supply folded)	10-5/16 x 13-1/2"

Stock: 80 lb. text stock maximum.

Quantity: 69,000 per issue.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Kim Kleinberg at kim.kleinberg@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Kim Kleinberg.

AD MATERIAL DELIVERY ADDRESS*

For insert/outsert/cover tip material**:

Quad/Graphics

Attn: SS Pub (AAP News, issue date, issue job number

[see table to right], quantity)

N61 W23044 Harry's Way

Sussex, WI 53089

Email: ce-pubservice@quad.com

Phone: (414) 566-2645

**Issue Job Number listing under closing date Must be included on all shipments

For all other ad material:

Walchli Tauber Group, Inc.

Attn: Kim Kleinberg (AAP News, issue date)

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015

*Send all shipping details to the following email addresses: cesipcelleat@quad.com, and kim.kleinberg@wt-group.com.

PACKAGING REQUIREMENTS

When shipping inserts/outserts/cover tips to Quad/Graphics, please include the appropriate issue's job number on the shipping label.

1. All materials must be accompanied by a detailed packing list and Bill of Lading (BOL).
2. Each skid and/or carton should be clearly marked, on all four sides, with:
 - a. Counts per lift/carton
 - b. Total counts per skid
 - c. Total number of pieces (forms) for roll stock and/or fanfold
 - d. Description of piece (Key Code, unique identifier)
 - e. Title and Issue, or Quad/Graphics job number
3. All skids must be secured, wrapped, and banded with plastic banding, not metal.
4. The total height of the skid can be no more than 45"; the dimensions must be no more than 48" long by 40" wide, and not less than 46" long by 36" wide.

Quad/Graphics reserves the right to refuse delivery of materials that do not meet the packaging requirements, OR to repack the materials for a fee (based on prevailing rates), OR to require the materials to be picked-up by the customer.

JOB NUMBERS

When shipping inserts/outserts/cover tips to Quad/Graphics, please include the appropriate issue's job number on the shipping label.

Issue Date	Job number
January	C3-0AEF-0
February	C4-0HAT-0
March	C4-0HAR-0
April	C4-0HAN-0
May	C4-0HAU-0
June	C4-0HAP-0
July	C4-0HAV-0
August	C4-0HAW-0
September	C4-0HAX-0
October	C4-0HAY-0
November	C4-0HC0-0
December	C4-0HC1-0

DELIVERY APPOINTMENTS

When shipping inserts/outserts/cover tips to Quad/Graphics, please include the appropriate issue's job number on the shipping label.

In order to avoid delays, it continues to be our policy that all deliveries **MUST** be scheduled at least 24 hours in advance with Quad/Graphics' Inventory Control Department at (414) 566-2100. As a carrier, you should make an appointment; you'll be provided an appointment number, which must appear on the BOL. If you do not have an appointment, delivery will not be refused, but will be delayed until the receiving schedule permits an unscheduled delivery.

When calling to schedule delivery appointments, please specify "Insert Receiving".



The **AAP News Classified and Recruitment advertising** is featured in the official newsmagazine of the AAP and the trusted source for updates on CPT coding, health information technology, product recalls, vaccines, and Academy news.

LINE RATES

Words	1 journal	2 journals
1-50	\$675 net	\$1,030 net
51-100	\$925 net	\$1,490 net
101-150	\$1,120 net	\$1,895 net
151-200	\$1,345 net	\$2,345 net
201-250	\$1,605 net	\$2,860 net
251-300	\$1,800 net	\$3,270 net

LINE AD UPGRADES

Bold type	\$50 net per issue
Boxed	\$100 net per issue
Additional month online	\$420 net per month

DISPLAY RATES

All rates include an online placement on www.pedjobs.org. All rates are net and per issue.

Size	1x	3x
Tabloid	\$5,470 net	\$5,000 net
Island	\$4,800 net	\$4,450 net
1/2 page	\$4,025 net	\$3,690 net
1/4 page	\$2,970 net	\$2,855 net
1/8 page	\$1,975 net	\$1,935 net
1/12 page	\$1,650 net	\$1,585 net

COLOR RATES

Matched	\$1,300 net
3/4 color	\$2,990 net

CLOSING DATES

January	12/1
February	1/3
March	2/1
April	3/1
May	3/30
June	5/2
July	6/1
August	6/30
September	8/1
October	9/1
November	10/2
December	11/1

MECHANICAL SPECIFICATIONS

Size	Dimensions
Tabloid	9-1/2 x 13"
Island	7 x 10"
1/2 page	9-1/2 x 5-1/2"
1/4 page	5 x 6-1/4"
1/8 page	5 x 3"
1/12 page	3-1/4 x 3"



Pediatrics is the official peer-reviewed journal of the American Academy of Pediatrics and serves as a medium for expression to the general medical profession as well as pediatricians. The content of the journal is intended to encompass the needs of the whole child in his/her physiologic, mental, emotional and social structure.

Pediatrics publishes papers on original research and special feature or review articles in the field of pediatrics and related fields. All articles are originally submitted and peer-reviewed.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 56,763*

*Using average circulation from most recent BPA statement.

RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$5,270	\$5,145	\$2,615
6x	\$5,190	\$5,060	\$2,580
12x	\$5,120	\$4,990	\$2,545
24x	\$5,025	\$4,895	\$2,485
36x	\$4,870	\$4,755	\$2,425
48x	\$4,670	\$4,590	\$2,325
60x	\$4,575	\$4,440	\$2,270
72x	\$4,460	\$4,335	\$2,210
84x	\$4,345	\$4,230	\$2,160
96x	\$4,280	\$4,145	\$2,120

RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$8,255	\$8,130	\$5,600
6x	\$8,175	\$8,045	\$5,565
12x	\$8,105	\$7,975	\$5,530
24x	\$8,010	\$7,880	\$5,470
36x	\$7,855	\$7,740	\$5,410
48x	\$7,655	\$7,575	\$5,310
60x	\$7,560	\$7,425	\$5,255
72x	\$7,445	\$7,320	\$5,195
84x	\$7,330	\$7,215	\$5,145
96x	\$7,265	\$7,130	\$5,105

COVER/PREMIUM POSITION RATES*

Cover tip	\$33,000 gross per issue
Supplied outsert	\$33,000 gross per issue
Journal mark	\$15,000/issue
Cover 2 or 3	Earned rate plus 25%
Cover 4	Earned rate plus 50%
First spread	Earned rate plus 25%
First, Second & Third TOC	Earned rate plus 25%

*Non-cancellable, 10% penalty applied.

INSERT RATES

Frequency	2-page	4-page
1x	\$10,350	\$20,700
6x	\$10,190	\$20,390
12x	\$10,050	\$20,105
24x	\$9,865	\$19,730
36x	\$9,570	\$19,130
48x	\$9,155	\$18,320
60x	\$8,960	\$17,920
72x	\$8,740	\$17,475
84x	\$8,520	\$17,035
96x	\$8,375	\$16,750

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Back-up Rates: 1/2x earned B/W page rate.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/1	12/7	12/11
February	1/1	1/8	1/12
March	2/1	2/8	2/12
April	3/1	3/6	3/11
May	4/1	4/5	4/8
June	5/1	5/8	5/13
July	5/31	6/7	6/9
August	7/1	7/8	7/15
September	8/1	8/8	8/12
October	9/2	9/6	9/10
November	10/1	10/8	10/14
December	11/1	11/8	11/11

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at the AAP National Conference & Exhibition are highlighted.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	16-3/4 x 11-3/16"	14 x 10"
1 page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horizontal)	8-3/8 x 5-1/2"	7 x 5"
1/2 page (vertical)	3-3/4 x 11-1/8"	3-1/2 x 10"
1/4 page	4-1/2 x 5-1/2"	3-3/8 x 5"
Cover tip	—	7-3/4 x 6"
Outsert	—	8 x 10" maximum
Journal mark (supply folded)*	—	8-1/8 x 11-1/8" folded 10-3/8 x 11-1/8" unfolded

Publication trims at 8-1/8 x 10-7/8" or 16-1/8 x 10-7/8" for a spread, keep live matter 1/2" from trim.

Stock: Body of journal is 40 lb. Flo Matte stock, cover pages are 100 lb. Sterling Gloss stock.

*Bookmark is 2-1/4" wide and will be perforated.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	8-3/8 x 11-1/8"
4-page insert	16-3/4 x 11-1/8"

Trimming: Full-page, untrimmed insert dimensions should be equal to magazine trim size plus 1/8" excess at head, face and foot, with 1/2" excess at the lap side.

Stock: 70 lb. minimum, 100 lb. text stock maximum.

Quantity: 69,000 per issue.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Kim Kleinberg at kim.kleinberg@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Kim Kleinberg.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:
Dartmouth Printing Company
Attn: Lisa Davis (*Pediatrics, issue date, quantity*)
69 Lyme Road
Hanover, NH 03755
Email: lisa.davis@sheridan.com
Phone: (603) 653-7215

For all other ad material:
Walchli Tauber Group, Inc.
Attn: Kim Kleinberg (*Pediatrics, issue date*)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015



The **Pediatrics Classified and Recruitment advertising** is featured in the official peer-reviewed journal of the AAP. The content of the journal is intended to encompass the needs of the whole child in his/her physiologic, mental, emotional and social structure.

LINE RATES

Words	1 journal	2 journals
1-50	\$675 net	\$1,030 net
51-100	\$925 net	\$1,490 net
101-150	\$1,120 net	\$1,895 net
151-200	\$1,345 net	\$2,345 net
201-250	\$1,605 net	\$2,860 net
251-300	\$1,800 net	\$3,270 net

LINE AD UPGRADES

Bold type	\$50 net per issue
Boxed	\$100 net per issue
Additional month online	\$420 net per month

DISPLAY RATES

All rates include an online placement on www.pedjobs.org. All rates are net and per issue.

Words	1x	3x
1 page	\$4,915 net	\$4,450 net
1/2 page	\$2,970 net	\$2,855 net
1/4 page	\$1,975 net	\$1,935 net
1/6 page	\$1,650 net	\$1,585 net

COLOR RATES

Matched	\$1,300 net
3/4 color	\$2,990 net

CLOSING DATES

January	11/22
February	12/21
March	1/20
April	2/24
May	3/24
June	4/21
July	5/23
August	6/26
September	7/26
October	8/24
November	9/21
December	10/19

MECHANICAL SPECIFICATIONS

Size	Dimensions
1 page	6-3/4 x 9-3/4"
1/2 page (horizontal)	6-3/4 x 4-3/4"
1/2 page (vertical)	3-1/4 x 9-3/4"
1/4 page	3-1/4 x 4-3/4"
1/6 page	3-1/4 x 3-1/4"



Pediatrics in Review is an official publication of the American Academy of Pediatrics. For over 45 years, thousands of pediatricians have relied on *Pediatrics in Review* as their resource for focused learning. This highly acclaimed CME journal is easy to read and full of concise, evidence-informed summaries and provocative features, mapped to the American Board of Pediatrics (ABP) content specifications for Maintenance of Certification (MOC). Each issue contains clinical review articles, expert commentaries and CME Quizzes.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 29,539

RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$5,270	\$5,145	\$2,615
6x	\$5,190	\$5,060	\$2,580
12x	\$5,120	\$4,990	\$2,545
24x	\$5,025	\$4,895	\$2,485
36x	\$4,870	\$4,755	\$2,425
48x	\$4,670	\$4,590	\$2,325
60x	\$4,575	\$4,440	\$2,270
72x	\$4,460	\$4,335	\$2,210
84x	\$4,345	\$4,230	\$2,160
96x	\$4,280	\$4,145	\$2,120

RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$8,255	\$8,130	\$5,600
6x	\$8,175	\$8,045	\$5,565
12x	\$8,105	\$7,975	\$5,530
24x	\$8,010	\$7,880	\$5,470
36x	\$7,855	\$7,740	\$5,410
48x	\$7,655	\$7,575	\$5,310
60x	\$7,560	\$7,425	\$5,255
72x	\$7,445	\$7,320	\$5,195
84x	\$7,330	\$7,215	\$5,145
96x	\$7,265	\$7,130	\$5,105

COVER/PREMIUM POSITION RATES*

Cover tip	\$33,000 gross per issue
Supplied outsert	\$33,000 gross per issue
Cover 2 or 3	Earned rate plus 25%
Cover 4	Earned rate plus 50%
Facing cover 2	Earned rate plus 25%
Table-of-contents	Earned rate plus 25%

*Non-cancellable, 10% penalty applied.

CLOSING DATES*

Issue Date	Space	Material
January	12/1	12/7
February	1/1	1/8
March	2/1	2/8
April	3/1	3/6
May	4/1	4/5
June	5/1	5/8
July	5/31	6/7
August	7/1	7/8
September	8/1	8/8
October	9/2	9/6
November	10/1	10/8
December	11/1	11/8

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at the AAP National Conference & Exhibition are highlighted.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
1 page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horizontal)	8-3/8 x 5-1/2"	7 x 5"
1/2 page (vertical)	3-3/4 x 11-1/8"	3-1/2 x 10"
1/4 page	4-1/2 x 5-1/2"	3-3/8 x 5"
Cover tip	—	7-3/4 x 6"
Outsert	—	8 x 10" maximum

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

Stock: Body of journal is 40 lb. Flo Matte stock, cover pages are 100 lb. Sterling Gloss stock.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Kim Kleinberg at kim.kleinberg@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Kim Kleinberg.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:

Dartmouth Printing Company

Attn: Lisa Davis (*Pediatrics, issue date, quantity*)

69 Lyme Road

Hanover, NH 03755

Email: lisa.davis@sheridan.com

Phone: (603) 653-7215

For all other ad material:

Walchli Tauber Group, Inc.

Attn: Kim Kleinberg (*Pediatrics in Review, issue date*)

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015



Hospital Pediatrics, an official publication of the AAP, is the first journal for the field of Pediatric Hospital Medicine. The journal's mission is to be dedicated to the health of all children in the hospital setting.

Hospital Pediatrics educates readers and keeps them informed of quality, safety, research and clinical practice advancements relevant to the field.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 500

RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$1,110	\$730	\$505
6x	\$1,055	\$685	\$485
12x	\$1,010	\$655	\$465
24x	\$950	\$625	\$435
36x	\$905	\$590	\$415
48x	\$865	\$560	\$395
60x	\$820	\$535	\$370
72x	\$780	\$510	\$355
84x	\$745	\$485	\$340
96x	\$710	\$465	\$320

RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$2,010	\$1,630	\$1,405
6x	\$1,955	\$1,585	\$1,385
12x	\$1,910	\$1,555	\$1,365
24x	\$1,850	\$1,525	\$1,335
36x	\$1,805	\$1,490	\$1,315
48x	\$1,765	\$1,460	\$1,295
60x	\$1,720	\$1,435	\$1,270
72x	\$1,680	\$1,410	\$1,255
84x	\$1,645	\$1,385	\$1,240
96x	\$1,610	\$1,365	\$1,220

COVER/PREMIUM POSITION RATES*

Cover 2 or 3	Earned rate plus 25%
Cover 4	Earned rate plus 50%
Facing cover 2	Earned rate plus 25%
Table-of-contents	Earned rate plus 25%

*Non-cancellable, 10% penalty applied.

CLOSING DATES*

Issue Date	Space	Material
January	12/1	12/7
February	1/1	1/8
March	2/1	2/8
April	3/1	3/6
May	4/1	4/5
June	5/1	5/8
July	5/31	6/7
August	7/1	7/8
September	8/1	8/8
October	9/2	9/6
November	10/1	10/8
December	11/1	11/8

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
1 page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horizontal)	8-3/8 x 5-1/2"	7 x 5"
1/2 page (vertical)	3-3/4 x 11-1/8"	3-1/2 x 10"
1/4 page	4-1/2 x 5-1/2"	3-3/8 x 5"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

Stock: Body of journal is 40 lb. Flo Matte stock, cover pages are 100 lb. Sterling Gloss stock.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Kim Kleinberg at kim.kleinberg@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Kim Kleinberg.

AD MATERIAL DELIVERY ADDRESS

Walchli Tauber Group, Inc.
Attn: Kim Kleinberg (*Hospital Pediatrics*, issue date)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015



The **Hospital Pediatrics Classified and Recruitment advertising** is featured in the AAP's first journal for the field of Pediatric Hospital Medicine. The journal's mission is to be dedicated to the health of all children in the hospital setting..

LINE RATES

Words	1 journal	2 journals
1-50	\$675 net	\$1,030 net
51-100	\$925 net	\$1,490 net
101-150	\$1,120 net	\$1,895 net
151-200	\$1,345 net	\$2,345 net
201-250	\$1,605 net	\$2,860 net
251-300	\$1,800 net	\$3,270 net

LINE AD UPGRADES

Bold type	\$50 net per issue
Boxed	\$100 net per issue
Additional month online	\$420 net per month

DISPLAY RATES

All rates include an online placement on www.pedjobs.org. All rates are net and per issue.

Words	1x	3x
1 page	\$1,055 net	\$1,010 net
1/2 page	\$685 net	\$655 net
1/4 page	\$485 net	\$465 net

COLOR RATES

Matched	\$1,300 net
3/4 color	\$2,990 net

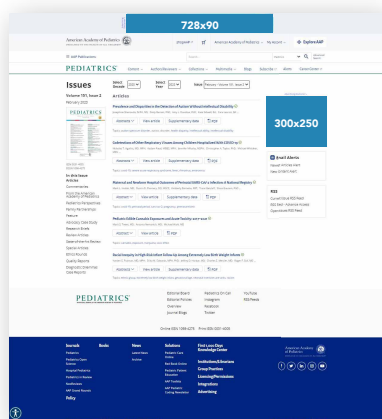
CLOSING DATES

January	11/15
February	12/15
March	1/15
April	2/15
May	3/15
June	4/15
July	5/16
August	6/15
September	7/15
October	8/15
November	9/15
December	10/17

MECHANICAL SPECIFICATIONS

Size	Dimensions
1 page	6-3/4 x 9-3/4"
1/2 page (horizontal)	6-3/4 x 4-3/4"
1/2 page (vertical)	3-1/4 x 9-3/4"
1/4 page	3-1/4 x 4-3/4"

Website advertising



The **AAP Publications website (publications.aap.org)** is the American Academy of Pediatrics' new centralized publications website for Journals, AAP News, Point-of-Care Solutions, and Books can be found at publications.aap.org. The new site consolidates a number of high-quality pediatric resources for AAP members.

With a combined readership of 14.5 million per year, the journals and magazines found on the AAP Publications website (including AAP News, Pediatrics, Pediatrics Open Science, Pediatrics in Review, Hospital Pediatrics, AAP Grand Rounds, and NeoReviews) are part of a comprehensive network.

In addition to run-of-site advertising, it is possible to target only logged-in AAP members and institutional accounts.

Page views: 3,800,000 per month (2,000,000 U.S.-only)

RUN OF SITE (ROS) WEB SITE RATES

US-targeted	\$75 CPM
Ex-US targeted	\$85 CPM
State/province targeted	\$85 CPM

JOURNAL TARGETED WEB SITE RATES

AAP News	\$85 CPM
Pediatrics	\$85 CPM
Pediatrics in Review	\$85 CPM
Hospital Pediatrics	\$85 CPM
AAP Red Book	\$75 CPM
AAP Grand Rounds	\$85 CPM
NeoReviews	\$85 CPM
Pediatric Coding Newsletter	\$85 CPM
AAP Books	\$85 CPM

MEMBER TARGETED WEB SITE RATES

Run-of-site	\$250 CPM
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INTERSTITIAL AD WEB SITE RATES

In addition to the standard in-page banners, the AAP now offers two interstitial banner options that appears above the website's content for website visitors who are logged-in to their AAP account. Both positions will be frequency capped.

Adhesion interstitial*	\$250 CPM
Pop-up interstitial**	\$2,500/week

*Ad will appear as a sticky 728x90 at the bottom of the screen.

**Ad will appear as a pop-up 300x250 in the center of the screen.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted for the 728x90 position.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.

AAP Publications website retargeting enables advertisers to remind AAP members of products/services after they leave the AAP Publications website. Ads will be served to visitors who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with this exclusive audience on other sites that they visit. The average click-through rate (CTR) for retargeted ads is ten times higher than regular display ads.*

*Source: I-Com Retargeting Study 2019-2020

WEB SITE RATES

Audience	Cost
AAP Publications	\$150 CPM

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160x600 pixels	200 KB limit
320x50 pixels (mobile-only)	100 KB limit

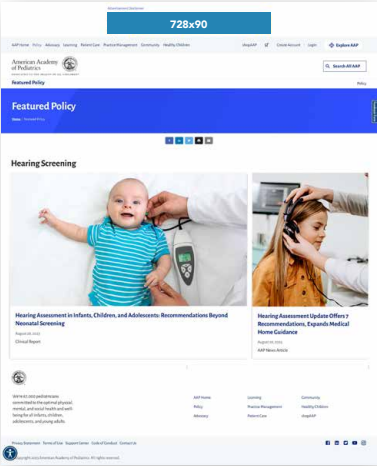
REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.



Website advertising



The **AAP.org website** is the Academy’s flagship web site for healthcare professionals. Ads are included in the member-only area, MyAAP, as well as on the public areas of the site.

Page views: 1,500,000 per month (1,100,000 U.S.-only)

RUN OF SITE (ROS) WEB SITE RATES

US-targeted \$100 CPM

MECHANICAL SPECIFICATIONS

728x90 pixels 200 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.

Email advertising



The **AAP News On Call email** is sent weekly to AAP Members (opt-out). Each edition contains the top stories from the previous few days on AAP News as well as new and updated policy statements and additional important information that pediatricians typically seek out on AAP.org.

Open rate: 61.47%

EMAIL RATES

Position	Cost
728x90 pixels	\$4,500 net per month
300x250 pixels	\$4,500 net per month

EMAIL DISTRIBUTION

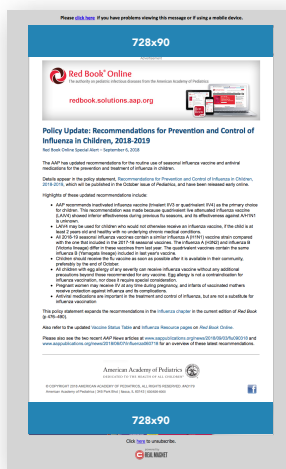
Edition	Sends (per week)
Monday edition	55,000 AAP members
Wednesday edition	55,000 AAP members
Friday edition	55,000 AAP members

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
300x250 pixels	

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Red Book Online email** is delivered directly to professional and infectious disease subscribers. Frequency is dependent on when “breaking” news occurs, but averages two emails per month. Emails contain topics such as news, outbreaks and vaccines.

Total sent: 60,000 per email

Open rate: 49.70%

EMAIL RATES

Position	Cost
First 728x90 pixels	\$3,000 net per month
Second 728x90 pixels	\$3,000 net per month

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **Pediatric Coding Newsletter email** is sent monthly (beginning of month) to targeted coding/billing professionals. Emails contain topics such as payment news and webinars, as well as the new issue of the Coding newsletter.

Total sent: 800 per email

Open rate: 55.46%

EMAIL RATES

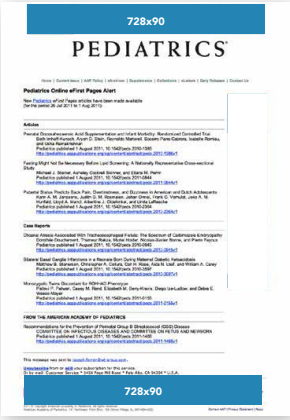
Position	Cost per publication
728x90 pixels	\$500 net per month
160x600 pixels	\$500 net per month

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
160x600 pixels	

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Publication eTOC alerts** are sent every month to opt-in recipients. The AAP publications that have eAlerts available for advertising are *Pediatrics*, *Pediatrics in Review*, *Hospital Pediatrics*, *AAP Grand Rounds*, and *NeoReviews*. Each eAlert includes publish-ahead-of-print (daily releases) and table-of-contents (links to live content) alerts. Users may select to receive these on a weekly or daily basis.

EMAIL RATES

Position	Cost	
	<i>Pediatrics</i>	Other Journals
First 728x90 pixels	\$3,500 net/mo	\$3,000 net/mo
Second 728x90 pixels	\$3,500 net/mo	\$3,000 net/mo

EMAIL DISTRIBUTION

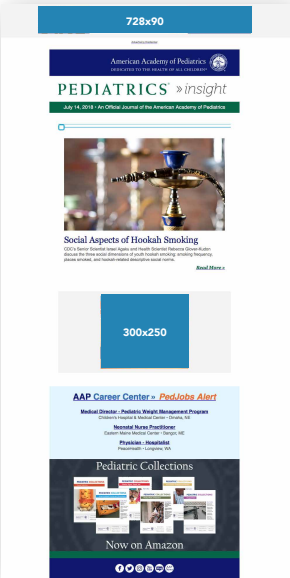
Edition	Sends
<i>Pediatrics</i>	70,000
<i>Pediatrics in Review</i>	46,000
<i>Hospital Pediatrics</i>	43,000
AAP Grand Rounds	44,000
NeoReviews	44,000

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Insight emails** are opt-out alerts showcasing studies from the chosen publication, selected by the editors as having potentially high impact on clinical practice.

Open rate: Varies, on average 27.00%

EMAIL RATES

Position	Cost	
	<i>Pediatrics</i>	Other Journals
728x90 pixels	\$4,500 net/mo	\$4,000 net/mo
300x250 pixels	\$4,500 net/mo	\$4,000 net/mo

EMAIL DISTRIBUTION

Edition	Sends
<i>Pediatrics</i>	60,000 weekly
<i>Pediatrics Open Science</i>	Not yet available
<i>Pediatrics in Review</i>	25,000 monthly
<i>Hospital Pediatrics</i>	3,000 monthly
AAP Grand Rounds	14,000 monthly
NeoReviews	3,500 monthly

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
300x250 pixels	

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **Healthy Children Update** provides information about what's new and happening on [HealthyChildren.org](https://www.healthychildren.org), the official AAP website for parents. There is a professional version as well as a version edited for parents.

Total sent: 110,000 professionals (including all AAP members), 153,000 consumers (in English and Spanish) per email
Open rate: 45.00% for professional version, 24.00% for consumer version

EMAIL RATES

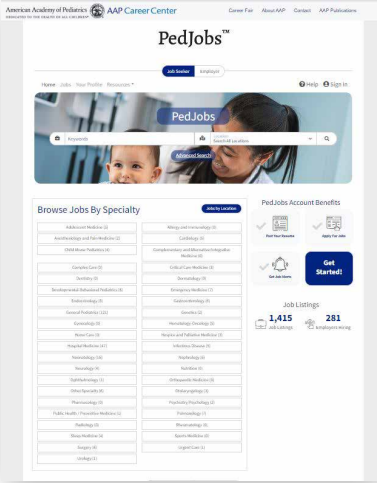
Position	Audience	Cost per month
728x90 pixels	Professionals	\$4,000 net
160x600 pixels	Professionals	\$4,000 net
728x90 pixels	Consumers	\$4,000 net
160x600 pixels	Consumers	\$4,000 net

MECHANICAL SPECIFICATIONS

728x90 pixels	
160x600 pixels	50KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Career Center (pedjobs.org)** is the official job board of the AAP.

Robust job search filters, mobile optimization, customizable alerts, and the TopResume® tool are just some of the many reasons PedJobs is the go-to job board for members of the AAP. Pediatricians seeking new opportunities in general and subspecialty pediatrics in nearly every practice setting choose PedJobs.

Users: 20,000 per month

Page views: 80,000 per month

Jobs: 1,600 per month

ONLINE LINE AD RATES

Placement	Cost
30 days	\$449 net
60 days	\$869 net
90 days	\$1,270 net

There are four ways to upgrade job listings.

1 Featured Job Postings increase visibility in *Pediatrics* and *AAP News*, both of which are distributed to all AAP Members. All featured postings appear on the job seekers' home page for 30 days and are flagged on the search results page.

FEATURED AD RATES

30 days	\$225 net
60 days	\$295 net
90 days	\$375 net

3 Network Distribution is a unique way to broadcast local postings to a wider job seeker audience on relevant sites within the National Healthcare Career Network.

NETWORK DISTRIBUTION AD RATES

1 job posting	\$200 net
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2 Featured Employer is a comprehensive self-service branding solution designed to attract maximum exposure from the best industry talent at PedJobs. Corporate logo will appear on the job seeker home page, the job search results pages, and on each of your job postings, all linking directly to a featured employer profile.

FEATURED EMPLOYER RATES

30 days	\$510 net
60 days	\$1,005 net
90 days	\$1,500 net

4 AAP Insight emails are an opt-out alerts with monthly distribution. Featured ads appear on one send per month above email content and link directly to the job posting.

EMAIL RATES

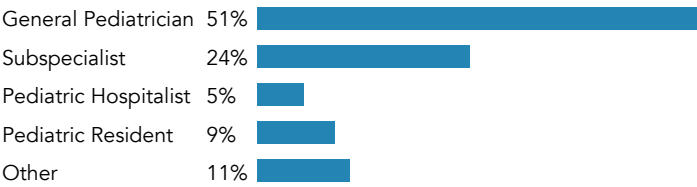
1 month	\$350 net/send
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EMAIL DISTRIBUTION

Edition	Sends
<i>Pediatrics</i>	60,000 monthly
<i>Pediatrics in Review</i>	25,000 monthly
<i>Hospital Pediatrics</i>	3,000 monthly
AAP Grand Rounds	14,000 monthly
NeoReviews	4,000 monthly

AAP Member Data*

PROFESSIONAL DESCRIPTION

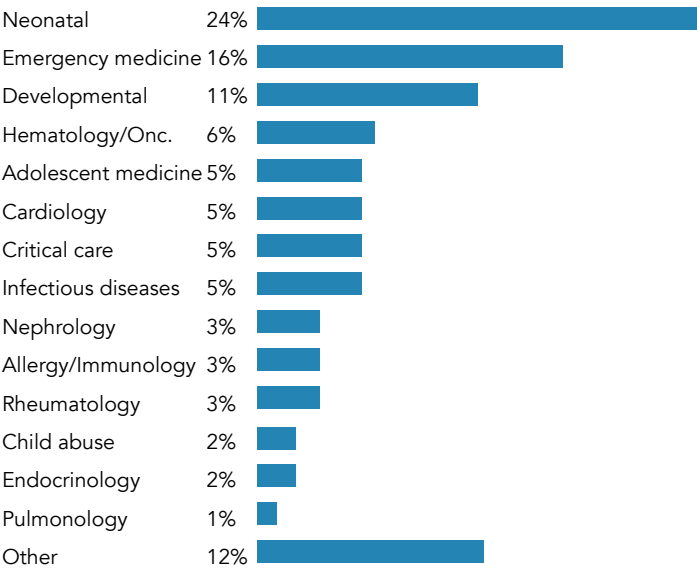


AGE*

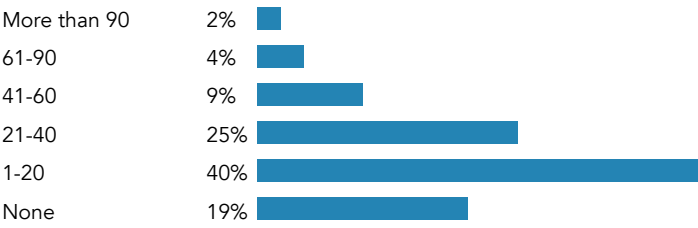


*The AAP has a pipeline of younger members. Overall the distribution of members per age category is more balanced than many other health care organizations.

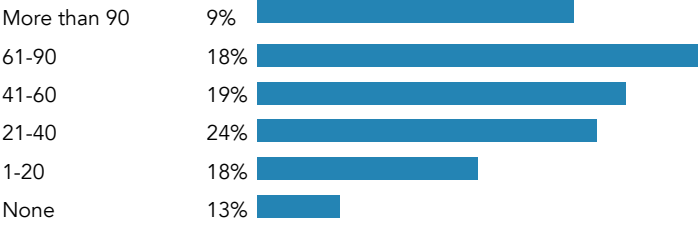
PRIMARY SUBSPECIALIZATION AREA



PRESCRIPTIONS WRITTEN PER WEEK



PATIENTS SEEN PER WEEK



*May 2022, Research USA.

TIME SPENT ON PATIENT CARE



Acceptance of Advertising

All advertising is subject to publisher's approval. The AAP reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with the publication's standards and to evaluate ad copy to ensure that it does not contain misleading statements or information contrary to AAP policy. All advertisements must clearly identify the advertiser and the product or service being offered and must be clearly identifiable to the reader as advertisements. Drug advertisements must include the full generic name of each active ingredient, and all must be listed for nutritional products. An analysis of contents must be included in advertisements for infant formula.

Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references. Articles accepted for publication but not yet published may also be used, but the name and date of issue of the journal involved must be furnished. Statements based on material approved by the FDA for the package insert are acceptable; documentation based on scientific exhibits or personal communications are not acceptable; all promotional claims must have complete citations.

Frequency rates must be earned within 12 consecutive months, starting with the first insertion. Publisher reserves the right to increase advertising rates with proper notice and subject to government regulations. Contracts may be cancelled at the time the rate change becomes effective without incurring a shortage adjustment. In consideration for acceptance of any advertisement for publication, the agency and advertiser agree to indemnify and save the AAP from harm and against any losses or expenses arising out of publication of such advertisement, including, without limitation, those resulting from such claims based on the contents, claims or subject matter of such advertisement.

All run-of-book print ads in *AAP News* and *Pediatrics* will be included in the digital editions of *AAP News* and *Pediatrics* unless specifically directed otherwise on each advertiser's monthly insertion order.

Agency/Advertiser Requirements

No contract will be held without a signed insertion order. Orders must include the flight dates and special instructions.

All contracts are non-cancellable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

AAP reserves the right to approve all ad creatives that will run on any AAP web site. AAP reserves the right to reject any creative that does not follow AAP's specifications.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

Digital Campaign Reporting

WTG does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTPs.

WTG uses Google Ad Manager (GAM) to serve advertisements on website properties on which ad space is offered. A representative of WTG will provide reports for website campaigns upon request or via an automatically-generated email sent by GAM. WTG works with the AAP to place advertisements on email properties on which ad space is offered. A representative of WTG will provide reports as they are in-turn provided to WTG by [society]. Formats for these reports will vary as many different servers are used across the society's email portfolio. Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

Earned Rate Discount

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.

Combination Rate Discount

Based upon accumulated space during a 12 month period. Advertisers running in both *AAP News* and *Pediatrics*, may take 25% off the rate for each ad.

Agency Commission (15%)

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are noncommissionable.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

