



CLASSIFIED ADVERTISING ORDER FORM

AAP Publications offer are a unique vehicle to reach the AAP membership (67,000), primary care pediatricians, pediatric medical sub-specialists and pediatric surgical specialists.

AAP NEWS 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"

HOSPITAL PEDS 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"

Sales contact

Advertising sales office  
The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road, Suite 201  
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www.wt-group.com

Rhonda Truitt  
Sales Manager, AAP Classified  
Extension 106  
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PEDIATRICS 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"

ELECTRONIC AD SUBMISSION

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 Rhonda Truitt at [rhonda.truitt@wt-group.com](mailto:rhonda.truitt@wt-group.com).





Line and Online Advertising

**Contact Information**

\*Required

Contact name: \_\_\_\_\_ Company name: \_\_\_\_\_

\*Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

**Issue Dates**

Check all that apply.

- AAP News     
  Pediatrics     
  Hospital Pediatrics     
  Online Only  
 Jan   
  Feb   
  Mar   
  Apr   
  May   
  Jun   
  Jul   
  Aug   
  Sep   
  Oct   
  Nov   
  Dec

**Rates**

All rates include an online placement on [careercenter.aap.org](http://careercenter.aap.org).

**Line ad rates**

Word count	1 journal	2 journals	3 journals
<input type="checkbox"/> 1-50	\$620 net	\$940 net	\$1,240 net
<input type="checkbox"/> 51-100	\$845 net	\$1,365 net	\$1,775 net
<input type="checkbox"/> 101-150	\$1,025 net	\$1,735 net	\$2,235 net
<input type="checkbox"/> 151-200	\$1,230 net	\$2,150 net	\$2,750 net
<input type="checkbox"/> 201-250	\$1,470 net	\$2,620 net	\$3,335 net
<input type="checkbox"/> 251-300	\$1,655 net	\$2,995 net	\$3,795 net

**Print upgrades**

- Bold ad  \$50 net  
 Boxed ad  \$100 net  
 Add'l 30 days online\*  \$385 net

\*With purchase of print ad

**Online rates**

- 30 days  \$430 net  
 60 days  \$835 net  
 90 days  \$1,220 net

**Online upgrades**

- Featured job posting\*  \$225 net/mo  
 Featured employer\*  \$510 net/mo  
 Network distribution\*  \$200 net/mo  
 AAP Insight email(s)\*  \$300 net/mo

\*With purchase of print or online ad

**Payment information**

All ads must be prepaid. To protect your credit card information, please return completed form by secure email or as an encrypted attachment.

Check made payable to the American Academy of Pediatrics.

Credit card payment

Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Total cost: \$ \_\_\_\_\_



Display Advertising

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\*Required

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\*Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

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  Sep   
  Oct   
  Nov   
  Dec

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**Display rates**

AAP News	1x	3x
<input type="checkbox"/> Tabloid	\$5,010 net	\$4,575 net
<input type="checkbox"/> Island	\$4,395 net	\$4,075 net
<input type="checkbox"/> 1/2 page	\$3,690 net	\$3,380 net
<input type="checkbox"/> 1/4 page	\$2,720 net	\$2,615 net
<input type="checkbox"/> 1/8 page	\$1,810 net	\$1,775 net
<input type="checkbox"/> 1/12 page	\$1,510 net	\$1,450 net

**Display rates**

Pediatrics	1x	3x
<input type="checkbox"/> Full	\$4,500 net	\$4,075 net
<input type="checkbox"/> 1/2 page	\$2,720 net	\$2,615 net
<input type="checkbox"/> 1/4 page	\$1,810 net	\$1,775 net
<input type="checkbox"/> 1/6 page	\$1,510 net	\$1,450 net

**Display rates**

Hospital Pediatrics	1x	3x
<input type="checkbox"/> Full	\$1,025 net	\$975 net
<input type="checkbox"/> 1/2 page	\$670 net	\$640 net
<input type="checkbox"/> 1/4 page	\$465 net	\$435 net

**Color rates**

- Standard      \$1,245 net  
 3/4 color      \$2,845 net

**Print upgrades**

- Add'l 30 days online\*  \$385 net  
\*With purchase of print ad

**Online upgrades**

- Featured job posting\*  \$225 net/mo  
 Featured employer\*  \$510 net/mo  
 Network distribution\*  \$200 net/mo  
 AAP Insight email(s)\*  \$300 net/mo

\*With purchase of print or online ad

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Check made payable to the American Academy of Pediatrics.

Credit card payment

Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Total cost: \$ \_\_\_\_\_