



CLASSIFIED ADVERTISING ORDER FORM

AAP Publications offer 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"

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"

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 202
Bel Air, MD 21015
Tel (443) 512-8899
Fax (443) 490-4003
www.wt-group.com

Rhonda Truitt
Sales Manager, AAP Classified
Extension 106
rhonda.truitt@wt-group.com

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.





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 ☐ 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.

Line ad rates

Word count	1 journal	2 journals
<input type="checkbox"/> 1-50	\$675 net	\$1,030 net
<input type="checkbox"/> 51-100	\$925 net	\$1,490 net
<input type="checkbox"/> 101-150	\$1,120 net	\$1,895 net
<input type="checkbox"/> 151-200	\$1,345 net	\$2,345 net
<input type="checkbox"/> 201-250	\$1,605 net	\$2,860 net
<input type="checkbox"/> 251-300	\$1,800 net	\$3,270 net

Print upgrades

Bold ad* ☐ \$50 net

Boxed ad* ☐ \$100 net

Add'l month online* ☐ \$420 net

*With purchase of print ad

Online rates

30 days ☐ \$470 net

60 days ☐ \$915 net

90 days ☐ \$1,335 net

Online upgrades

Featured job posting* ☐ \$225 net/mo

Featured employer* ☐ \$510 net/mo

AAP Insight email(s)* ☐ \$350 net/send

*With purchase of print or online ad

Online upgrades

Reach thousands of passive and active job seekers by featuring your job in the next issue of the Job Alert eNewsletter – a leading recruitment resource that includes some of the latest job postings from the career center and highlights featured jobs at the top of each issue.

JobBlast eNewsletter ☐ \$150 net/send

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: _____ CVV: _____

Signature: _____ Date: _____ Total cost: \$ _____



Display 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.

Display rates

AAP News	1x	3x
<input type="checkbox"/> Tabloid	\$5,470 net	\$5,000 net
<input type="checkbox"/> Island	\$4,800 net	\$4,450 net
<input type="checkbox"/> 1/2 page	\$4,025 net	\$3,690 net
<input type="checkbox"/> 1/4 page	\$2,970 net	\$2,855 net
<input type="checkbox"/> 1/8 page	\$1,975 net	\$1,935 net
<input type="checkbox"/> 1/12 page	\$1,650 net	\$1,585 net

Display rates

Pediatrics	1x	3x
<input type="checkbox"/> Full	\$4,915 net	\$4,450 net
<input type="checkbox"/> 1/2 page	\$2,970 net	\$2,855 net
<input type="checkbox"/> 1/4 page	\$1,975 net	\$1,935 net
<input type="checkbox"/> 1/6 page	\$1,650 net	\$1,585 net

Display rates

Hospital Pediatrics	1x	3x
<input type="checkbox"/> Full	\$1,055 net	\$1,010 net
<input type="checkbox"/> 1/2 page	\$685 net	\$655 net
<input type="checkbox"/> 1/4 page	\$485 net	\$465 net

Color rates

<input type="checkbox"/> Standard	\$1,300 net
<input type="checkbox"/> 3/4 color	\$2,990 net

Print upgrades

Add'l 30 days online* ☐ \$420 net

*With purchase of print ad

Online upgrades

Featured job posting*	<input type="checkbox"/> \$225 net/mo
Featured employer*	<input type="checkbox"/> \$510 net/mo
JobBlast eNewsletter	<input type="checkbox"/> \$150 net/send
AAP Insight email(s)*	<input type="checkbox"/> \$350 net/send

*With purchase of print or online ad

Payment information

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Number: _____ Expiration date: _____

Name: _____ CVV: _____

Signature: _____ Date: _____ Total cost: \$ _____