

PEDIATRICS®

www.pediatrics.org

Rate Card No. 12 Issued: January 2010

Publisher

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PRINT RATES

EFFECTIVE DATE & DISCOUNTS

Calendar year January-December 2010

Effective Rate Date: January 2010

Agency Commission: 15% of gross to recognized agencies. Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

EARNED RATES

Earned rates are given upon accumulated space between Pediatrics and AAP News during a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as one insertion.

COLOR

In addition to earned black-and-white rates.

| | |
|------------------------------|---------|
| Standard | \$1,075 |
| Matched Color | \$1,240 |
| 3 Color & 4 Color | \$2,825 |

RATES

Rate Protection: None.

Bleed: No charge.

COVERS, POSITIONS

Covers: Add to earned B/W rate (color additional)

| | |
|-----------|-----|
| 2nd Cover | 25% |
| 3rd Cover | 25% |
| 4th Cover | 50% |

Special Positions: (Non-cancellable)

Add to earned B/W rate (color additional)

| | |
|--------------------------|-----|
| First Spread | 25% |
| First Table of Contents | 25% |
| Second Table of Contents | 25% |
| Third Table of Contents | 25% |

CLASSIFIED ADVERTISING

For rate and closing date information write, call or e-mail:
Rhonda Beamer

The Walchli Tauber Group, Inc.

(443) 512-8899 ext. 106 • rhonda.beamer@wt-group.com

UNIQUE ADVERTISING OPPORTUNITIES

(Agency Commissionable)

Belly Bands/Cover Tips: \$33,000/issue (includes printing)

Outserts: \$33,000/issue (excludes printing)

Journal Marks: \$15,000 (includes printing)

| | 1X | 6X | 12X | 24X | 36X | 48X | 60X | 72X | 84X | 96X |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Full Page | \$4,175 | \$4,085 | \$4,005 | \$3,940 | \$3,910 | \$3,860 | \$3,825 | \$3,810 | \$3,720 | \$3,690 |
| 1/2 Page | 2,835 | 2,785 | 2,755 | 2,685 | 2,640 | 2,585 | 2,555 | 2,505 | 2,475 | 2,460 |
| 1/4 Page Island | 2,030 | 1,985 | 1,955 | — | — | — | — | — | — | — |

Please see insert rates listed under Insert Information.

ONLINE RATES

BANNER ADVERTISEMENTS

Run of Site

\$60.00 per thousand impressions

Banner ads will rotate on the following pages – Table of Contents, Past Issues, My Pediatrics, Journal Information, Subspecialty Collections, Most Read Articles, Search and Search Results. Projected total estimated impressions available are 1,000,000 per month.

Specifications for Online Advertising:

Leaderboard: 728 x 90 px.

Skyscraper: 120 x 600 px.

File Format: Rich Media, Flash Files, GIF, JPG, Third-Party HTML Code

Max File Size: <64k preferred, <100k limit.

Banner ad rates are net and are not commissionable.

eAlerts

\$1,500 net per month

A leaderboard and skyscraper are available on the eAlerts sent to subscribers and non-subscribers who opt-in to the service. There are 35,000 individuals registered for table of contents, keyword, article citation and other eAlerts. There are approximately 45,000 eAlerts delivered in total each month; however, eAlerts are sent weekly. Only a gif or jpg can be accepted for advertising on the eAlerts; third-party tags and flash files are not acceptable; furthermore, only one url can be accepted per advertisement for eAlert advertising.

INSERT INFORMATION

RATES AND REQUIREMENTS

| | 2-Page | 4-Page |
|-----|----------|----------|
| 1x | \$10,020 | \$20,040 |
| 6x | \$9,815 | \$19,625 |
| 12x | \$9,605 | \$19,210 |
| 24x | \$9,465 | \$18,935 |
| 36x | \$9,385 | \$18,770 |
| 48x | \$9,255 | \$18,515 |
| 60x | \$9,170 | \$18,355 |
| 72x | \$9,025 | \$18,045 |
| 84x | \$8,925 | \$17,840 |
| 96x | \$8,850 | \$17,700 |

Back Up Rates Per Page: one-half earned B/W page rate.

Larger units, gate-folds, tip-ins, die cuts: rates upon request.

Special handling charges, etc.: for unusual insert handling, rates upon request.

Business Reply Cards: earned B/W page rate. Only one business reply card is accepted per issue.

Business Reply Card Requirements: A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check for minimum and maximum sizes, paper stock, and binding requirements.

SIZES AND SPECIFICATIONS

Sizes: 2-page insert - 8 3/8" x 11 1/8"

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

Larger sizes upon request. Inserts to be supplied folded.

TRIMMING

3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert.

STOCK: 70 lb. minimum, 100 lb. text maximum.

QUANTITY: 69,000

REQUIREMENTS FOR INSERT ACCEPTANCE

Subject to approval by the American Academy of Pediatrics. Insert proofs should be supplied to The Walchli Tauber Group prior to printing inserts. Proofs should be emailed to Roland Keve at roland.keve@wt-group.com. Allow three weeks for approval.

SHIPPING

Advertising contracts, insertion orders and all materials pertinent to Pediatrics:

The Walchli Tauber Group, Inc.

Attn: Roland Keve

2225 Old Emmorton Road • Suite 201

Bel Air, MD 21015

Ship inserts to: Pediatrics

(Month and Quantity)

c/o Cadmus Communications

2905 Byrd Hill Road

Richmond, VA 23228

ISSUANCE AND CLOSING

FIRST ISSUE:

1948.

FREQUENCY

Monthly.

MAILING DATE & CLASS

Second class mail; in wrappers.

CLOSING DATES

| Issue Date | Closing for ROB & Inserts | Material Due by | Inserts Due by |
|----------------|---------------------------|-----------------|----------------|
| January | 12/1 | 12/4 | 12/16 |
| February | 1/1 | 1/5 | 1/16 |
| March | 2/2 | 2/5 | 2/10 |
| April | 3/2 | 3/5 | 3/12 |
| May | 4/1 | 4/6 | 4/17 |
| June | 5/3 | 5/6 | 5/18 |
| July | 6/1 | 6/5 | 6/17 |
| August | 7/1 | 7/6 | 7/17 |
| September | 8/2 | 8/5 | 8/18 |
| October | 9/1 | 9/4 | 9/17 |
| November | 10/1 | 10/5 | 10/16 |
| December | 11/2 | 11/5 | 11/19 |

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

EDITORIAL

SPECIAL ISSUES

Fall AAP Convention Issue — October.

GENERAL EDITORIAL DIRECTION

Pediatrics is the official publication of the American Academy of Pediatrics and serves as a medium for expression to the general medical profession as well as pediatricians. Pediatrics publishes

papers on original research or observations and special feature or review articles in the field of pediatrics and related fields.

EDITORIAL ACCEPTANCE RATE: 25%

ORIGIN OF EDITORIAL

All articles are originally submitted and peer-reviewed.

DEMOGRAPHICS

Estimate accurate as of Jan. 1, 2010:

Member Demographics:

Pediatricians: 49,093

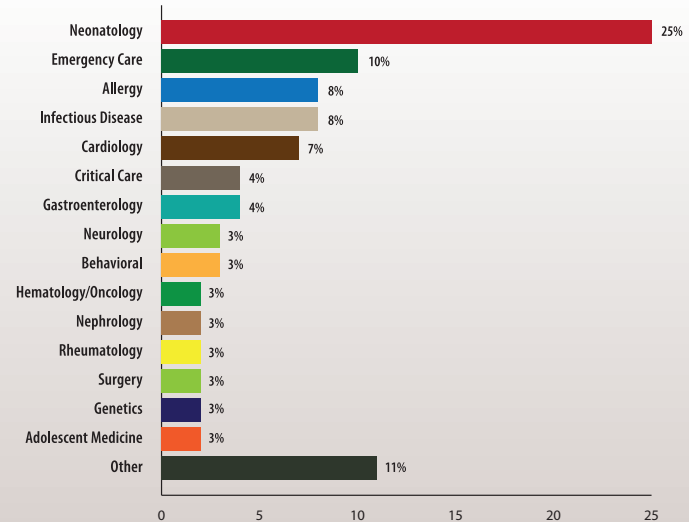
Resident Fellows: 10,000

Non-member: 2,458

Total: 61,551

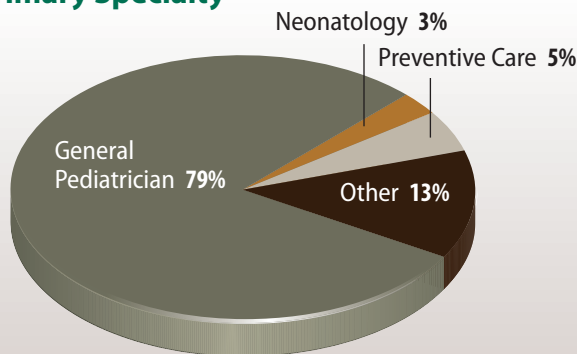
- Females comprised over one-half of those surveyed (53.6%)
- The average age of all respondents is 44.6 years
- More than one-half (53.6%) describe their profession as General Pediatrician and (23.9%) as a Pediatric Subspecialist. Primary areas of specialization include neonatology and emergency care
- Majority of time (77%) spent in direct patient care
- Respondents have spent an average of 16.5 years working in their profession and 9.5 years working in the current position/practice

Subspecialties



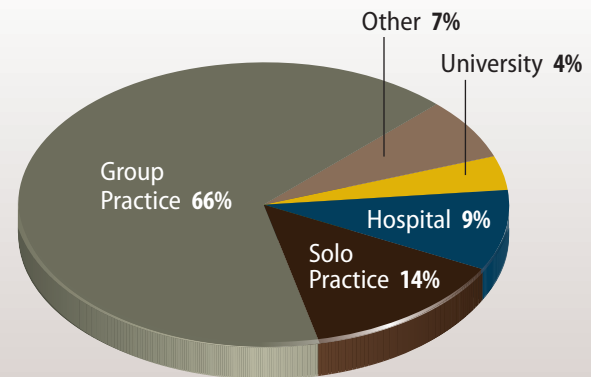
Source: Research USA, December 2006

Primary Specialty



Source: 360° Study in Pediatrics, Matalia Group, July 2008

Primary Work Environment



Source: 360° Study in Pediatrics, Matalia Group, July 2008

MECHANICAL REQUIREMENTS

AD SIZES & BLEED SIZES

| | Ad Sizes: | | Bleed Sizes: | |
|-----------------|-----------|-----------|--------------|-----------|
| | Width | Height | Width | Height |
| One page | 7" | x 10" | 8 3/8" | x 11 1/8" |
| 1/2 page H | 7" | x 5" | 8 3/8" | x 5 1/2" |
| 1/2 page V | 3 1/2" | x 10" | 3 3/4" | x 11 1/8" |
| 1/4 page | 3 3/8" | x 5" | 4 1/2" | x 5 1/2" |
| 1/6 page | 2 3/16" | x 5" | 2 1/2" | x 5 1/2" |
| Final Trim Size | 8 1/8" | x 10 7/8" | | |

TYPE OF BINDING Perfect.

HALF-TONE SCREEN REQUIREMENTS

Covers, inside, 4/color process: 133 line screen, maximum 150.

REPRODUCTION REQUIREMENTS

Pediatrics is produced digitally Direct-to-Plate (DTP). Below are digital file specifications in order of acceptance:

1. Native QuarkXpress/InDesign files and all supporting art/fonts.
2. PDF, PDFX-1a files
3. TIFF/IT - P1 (CT - 304 dpi; LW - 2400 dpi)

Identification proof must accompany each order. All color ads require color proofs.

DISPOSITION OF MATERIAL Destroyed after one year.

GENERAL INFORMATION

AAP COMMERCIAL ADVERTISING POLICIES

Below is a partial list of the AAP's Commercial Advertising Policies.

- All ads are subject to approval by the American Academy of Pediatrics. 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 false or misleading statements or information contrary to AAP policy.
- All advertisements must clearly identify the advertiser and the product or service being offered.
- All advertisements must be clearly identifiable to the reader as advertisements.
- Drug advertisements must include the full generic name of each active ingredient, and all active ingredients 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 to content published in recognized scientific journals. 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 to information to allow readers to critically evaluate the documentation.

REQUIREMENTS FOR ADVERTISING ACCEPTANCE

Subject to approval by the American Academy of Pediatrics. New ads should be supplied to The Walchli Tauber Group two weeks prior to closing date. Ads should be emailed to Roland Keve at roland.keve@wt-group.com. Allow three weeks for approval.

GENERAL

All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which is not in keeping with the publication's standards. Frequency rates must be earned within twelve 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 American Academy of Pediatrics harm from 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.

NEW PRODUCT RELEASE N/A

AD PLACEMENT POLICY Interspersed in wells.

AD/EDIT INFORMATION 40/60

SERVICES

Reprints: Available subject to publisher's approval. Rates may be obtained by contacting Anna Sobotor, Cadmus Professional Communications, 500 Cadmus Lane, Easton, MD 21601, (410) 819-3996. Mailing list is available for rental to advertisers, contact: Medical Marketing Service, Inc., 185 Hansen Ct., Suite 110, Wood Dale, IL 60191-1150, (800) 633-5478.

INSERTION ORDER & COPY REGULATIONS

- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instruction, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.
- Cancellation of space order forfeits the right to position protection.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement
- When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- Requests for specified position at R.O.B. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
- Advertisements ordered set and not used will be charged for composition.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will only provide credit on future advertisements placed.