



AUA News

THE OFFICIAL NEWSMAGAZINE OF THE AMERICAN UROLOGICAL ASSOCIATION

www.auanet.org

2010 Media Kit

Print Advertising

Online Advertising

Classified Advertising

AUA Member Demographics

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American
Urological
Association

Improving practice...
Advancing patient care

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FOR 2010:

	Space	Ad Material	Inserts
JANUARY	12/4	12/11	12/28
FEBRUARY*	1/4	1/15	1/28
MARCH*	2/2	2/11	2/25
APRIL*	3/2	3/11	3/25
MAY	4/5	4/14	4/26
JUNE	5/3	5/13	5/27
JULY	6/1	6/10	6/24
AUGUST	7/2	7/12	7/26
SEPTEMBER	8/3	8/12	8/26
OCTOBER	9/3	9/15	9/29
NOVEMBER	10/1	10/11	10/25
DECEMBER	11/2	11/10	11/24

*AUA Convention Issue

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

Frequency: 12 times per year

Mailing Date & Class: 3rd Class Mail.



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Frequency	Tabloid	3/4 Page	1/2 Page	1/2 Pg Island	1/4 Page	1/8 Page
1x	\$4,475	\$4,315	\$3,215	\$3,170	\$1,535	\$1,100
3x	4,415	4,120	3,170	3,130	1,500	1,060
6x	4,325	4,045	3,160	3,090	1,465	1,010
12x	4,200	3,950	3,010	3,000	1,440	970
24x	4,075	3,800	2,990	2,975	—	—
36x	3,950	3,675	2,970	2,940	—	—
48x	3,210	3,430	2,840	2,810	—	—
60x	2,885	2,900	2,560	2,525	—	—

ADDITIONAL RATES:

Combination Rates: Based upon accumulated space in *AUANews* and *The Journal of Urology*® during the 12-month calendar year.

Rate Protection: Can be combined with *The Journal of Urology*® for higher frequency discount.

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

Center Spread 25%

Color:

In addition to earned black-and-white rates.

3/4 Color \$2,680

Matched Color 1,155

Standard 1,080





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Frequency	2 Page	4 Page
1x	\$7,705	\$15,405
3x	7,600	15,200
6x	7,490	14,995
12x	7,280	14,575
24x	7,210	14,415
36x	7,125	14,255
48x	6,845	13,695
60x	6,160	12,325

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: (for unusual insert handling, etc.) rate upon request.

Business Reply Cards: earned B/W page rate.

Larger Size Business Reply Cards: 2 times earned B/W page rate.

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 with the ad production manager for minimum and maximum sizes, paper stock and binding requirements.

Sizes: 2- or 4-Page Tabloid Insert: 11 1/4" x 14"
2- or 4-Page A-size Insert: 8 3/8" x 11 1/8"
Larger sizes upon request.
Inserts to be supplied folded with a minimum of 3/8" lip or a maximum 7/8" lip.

Trimming: 1/8" will be trimmed off head only.

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



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AD & BLEED SIZES:

Page Size	Non-Bleed	Bleed
 Tabloid	10" x 12 1/2"	11 1/4" x 14"
 3/4 Page	10" x 9 1/2"	—
 1/2 (Island)	7 1/2" x 9 1/2"	8" x 10"
 1/2 (Ver)	4 3/4" x 13"	—
 1/2 (Hor)	10" x 6 1/4"	—
 1/4 (Column)	2 1/4" x 12 1/2"	—
 1/4 (Box)	4 3/4" x 6 1/4"	—
 1/8 (Ver)	2 1/4" x 12 1/5"	—

Final Journal trim size: 10 1/16" x 13 1/4"

Paper Stock: 60 lb. coated enamel. 4-Color Process available.

Type of Binding: Saddle-wired

Half-tone Screen Requirements: Covers, inside, 4-color process: 133 line screen, maximum 150.

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Special Issue: The February and March issues are the pre-convention issues for the AUA meeting, which will be held April 25-30 in Chicago, Illinois.

General Editorial Direction: Articles written by urologists for urologists. Clinical and socioeconomic topics relative to urology.

Origin of Editorial: All articles are originally submitted by invitation of the editor.

GENERAL INFORMATION:

Requirements for Ad Acceptance: Subject to approval by editor. New copy to be received by the publisher two weeks before closing date.

New Product Release: Yes

Ad Placement Policy: Interspersed

Disposition of Material: Destroyed after one year. 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.

SUBMISSION OF ADS:

AUANews is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- All ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group **FTP site at <ftp2.wt-group.com> — user: wtgroup ftp, password: sendfiles**
- Find the folder for AUANews and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to david.bubbins@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to david.bubbins@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

Ship to:

David Bubbins
Walchli-Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

All color digital ads submitted must be CMYK.

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About Online Advertising:

AUANews is published full-text online as a 3D interactive online magazine. All of the advertisements that are included in the print edition are also included in the 3D interactive online edition.

The sponsor of *AUANews* Online receives a banner ad acknowledging their support with a hyperlink back to their website. This acknowledgement appears throughout the entire site, so it is visible regardless of which page the viewer is reading.

The sponsor also receives a banner ad and link on the monthly email blast that the AUA sends each month notifying their members of the availability of the latest online issue.



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Web Site Screen Shot

e-Mail Screen Shot

AUA NEWS - Windows Internet Explorer

http://www.auanet.org/content/products/auanews/pageGangster.cfm?id=7
Google

File Edit View Favorites Tools Help

Links

★ AUA NEWS
Page Tools



Support for this site has been provided by Endocare, Inc.





UROXATRAL doesn't.

No matter age or prostate size.

- 81% of patients aged 51 to 85 years had symptoms* significantly improved by 23 points at 3 months (P=.002 vs placebo)
- Consistent improvement in mean symptom scores* regardless of prostate size: <30 mL, -5.4; 30-40 mL, -5.6; and >40 mL, -5.7*

UROXATRAL is indicated for the treatment of the signs and symptoms of benign prostatic hyperplasia (BPH).
Important safety information: UROXATRAL is contraindicated in patients with moderate or severe hepatic insufficiency (Childs-Pugh categories B and C) and therefore should not be used in these patients. UROXATRAL should not be administered with potent CYP3A4 inhibitors and therefore should not be used in combination with drugs such as ketoconazole, itraconazole, or the ritonavir. Postural hypotension with or without symptoms (eg, dizziness) may develop within a few hours following administration of UROXATRAL. As with all alpha-blockers, there is a potential for syncope. Patients should be warned of the possible occurrence of such events and should avoid situations where injury could result should syncope occur.
UROXATRAL should be used with caution in patients with severe renal insufficiency (D Cr <30 mL/min). Caution should be exercised when prescribing to patients with a known history of QT prolongation or to patients who are taking medication known to prolong QT. Patients should be assessed to rule out prostate cancer prior to beginning treatment with UROXATRAL.
The most common side effects are dizziness, upper respiratory tract infection, headache, and fatigue.

Uroxatral
afluzosin HCl 10 mg
Extended Release Tablets
Proven relief. Simply.
sanofi aventis
14250 North Creek Road, Dallas, TX 75244-1099

Stem Cells and Regenerative Medicine

Abstract Stem cells are undifferentiated cells that have the potential to differentiate into all cell types of the body. They are found in many tissues and are responsible for the maintenance and repair of the body. Stem cells are classified into embryonic stem cells and adult stem cells. Embryonic stem cells are derived from embryos and are pluripotent, meaning they can differentiate into any cell type. Adult stem cells are found in various tissues and are multipotent, meaning they can only differentiate into cell types of their tissue of origin. Stem cell research has led to the development of stem cell-based therapies for a variety of conditions, including heart disease, stroke, and spinal cord injury. However, there are still many challenges to be overcome before stem cell-based therapies can be used widely.

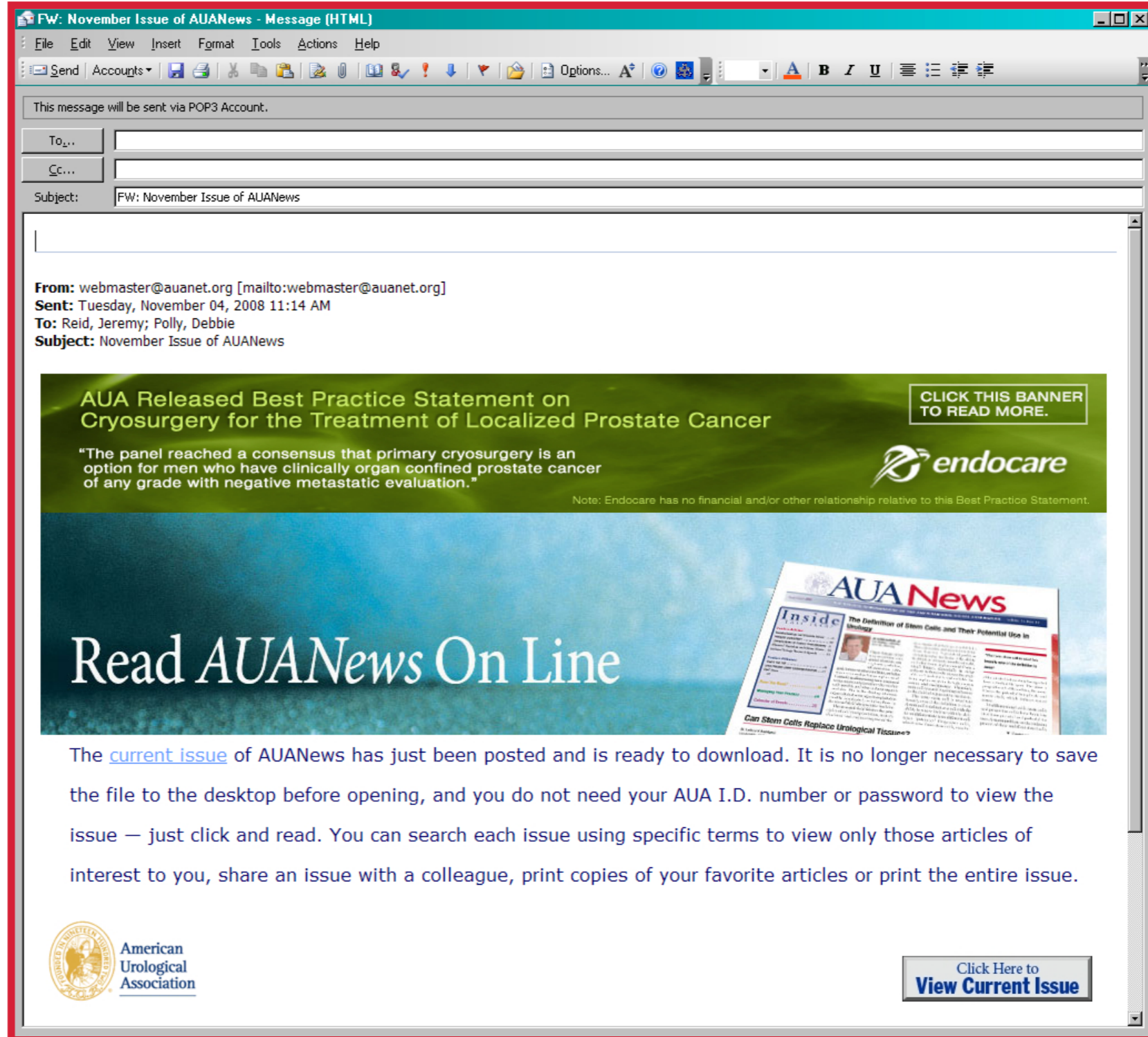
American Urological Association

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FW: November Issue of AUA News - Message (HTML)

This message will be sent via POP3 Account.


To: [Redacted]
Cc: [Redacted]
Subject: FW: November Issue of AUA News

From: webmaster@auanet.org [mailto:webmaster@auanet.org]
Sent: Tuesday, November 04, 2008 11:14 AM
To: Reid, Jeremy; Polly, Debbie
Subject: November Issue of AUA News

AUA Released Best Practice Statement on Cryosurgery for the Treatment of Localized Prostate Cancer


“The panel reached a consensus that primary cryosurgery is an option for men who have clinically organ confined prostate cancer of any grade with negative metastatic evaluation.”

CLICK THIS BANNER TO READ MORE.




Note: Endocare has no financial and/or other relationship relative to this Best Practice Statement.

Read AUA News On Line



The [current issue](#) of AUA News has just been posted and is ready to download. It is no longer necessary to save the file to the desktop before opening, and you do not need your AUA I.D. number or password to view the issue — just click and read. You can search each issue using specific terms to view only those articles of interest to you, share an issue with a colleague, print copies of your favorite articles or print the entire issue.

 American Urological Association

[Click Here to View Current Issue](#)

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Line Advertising Rates:

\$235 for 50 words
(\$4.55 for each additional word)

Closing Dates:

One month prior to the issue date.

Classified Display Rates (price per insertion*):

	1x	3x
Full Page	\$2,065	\$2,020
1/2 Page	\$1,695	\$1,620
1/4 Page	\$ 920	\$ 885
1/8 Page	\$ 660	\$ 650

The following items are accepted:

- Positions available
- Open Faculty Positions
- Course Announcements
- Seminars
- Meetings
- Educational Courses



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Cancellation Policy:

Cancellation requests must be made in written form by e-mail, fax or mail and will be honored for the earliest applicable issue.

Ads must be prepaid. Checks should be made payable to the **American Urological Association, Inc**, but mailed to the below address:

The Walchli-Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

[Click here for the classified order form.](#)

Ads may be directed to the following:

Rhonda Beamer
Classified Sales Manager
Walchli-Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

(443) 512-8899 x106
(443) 512-8909 fax
rhonda.beamer@wt-group.com



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[Member Profile](#)

[Membership By Section](#)

MEMBER TOTALS:

Age	Total	Total %
36<=	2,205	13.5%
37-45	3,145	19.2%
46-54	3,669	22.4%
55-64	3,256	19.9%
65>=	3,532	21.6%
No Data	555	3.4%

Young Urologists: 2,704
(10<= years in Practice)

Gender:
Female 936
Male 15,426

ABU Certified: 9,511

Members Online:
Web Site 2,126
Email Address 12,880

Special Interest Area:

General Urology	9,983
Oncology	4,356
Incontinence	2,108
Pediatrics	1,089
Calculus	2,526
Erectile Dysfunction	1,473
Fertility	637
Renal Transplant	324



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Practice Type:

Urology Group	4,566
Solo	2,034
FT Academic	2,111
Multi-Specialty Group	1,098
FT Managed Care	191

Members by Continent:

Africa	156
Asia	1,266
Australia	103
Europe	1,069
North/Central America	13,055
South America	713

Practice Area:

Rural	358
Small Community	1,772
Suburbs	2,118
Urban	5,777





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MEMBERSHIP BY CATEGORY: 16,362

Active	7,090
Associate	302
Fast Track Associate	205
Candidate PG	248
Candidate	1,826
International*	3,017
International Resident-in-Training	127
International Special	136
Affiliate	504
Allied	92
Senior	2,720
Honorary	95

*Includes Retirees still paying dues





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MEMBERSHIP BY SECTION: 12,365

Mid-Atlantic Section			
Voting Members:		968	
Total Members:		1,196	
New England Section			
Voting Members:		543	
Total Members:		685	
New York Section			
Voting Members:		770	
Total Members:		997	
North Central Section			
Voting Members:		1,630	
Total Members:		2,081	
Northeastern Section			
Voting Members:		591	
Total Members:		820	
South Central Section			
Voting Members:		1,459	
Total Members:		1,869	
Southeastern Section			
Voting Members:		2,157	
Total Members:		2,550	
Western Section			
Voting Members:		1,721	
Total Members:		2,167	

Voting = AUA voting members





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360° Study in Urology

The Matalia Group

June 2008





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OBJECTIVES

The Walchli Tauber Group commissioned the Matalia Group to conduct this study. It's objectives were as follows:

- To profile urologists' reading behavior and perceived value of *AUANews* as compared to competing publications
- To profile respondents' practice characteristics; and
- To differentiate *AUANews* from its competitors in terms of readership, reader value and reader demographics.

METHODOLOGY

- The Matalia Group conducted a direct mail survey among 750 urologists selected randomly from the mailing list of the American Medical Association
- A \$10 response incentive was provided
- A two-page questionnaire was provided which consisted of 14 multiple choice items that examined reading frequency, advertising exposure, reading time and a battery of practice demographics
- This was a blinded study and there was no mention of the AUA, *AUANews* or The Walchli Tauber Group.
- 200 physicians responded to the study
- Response rate was 27%



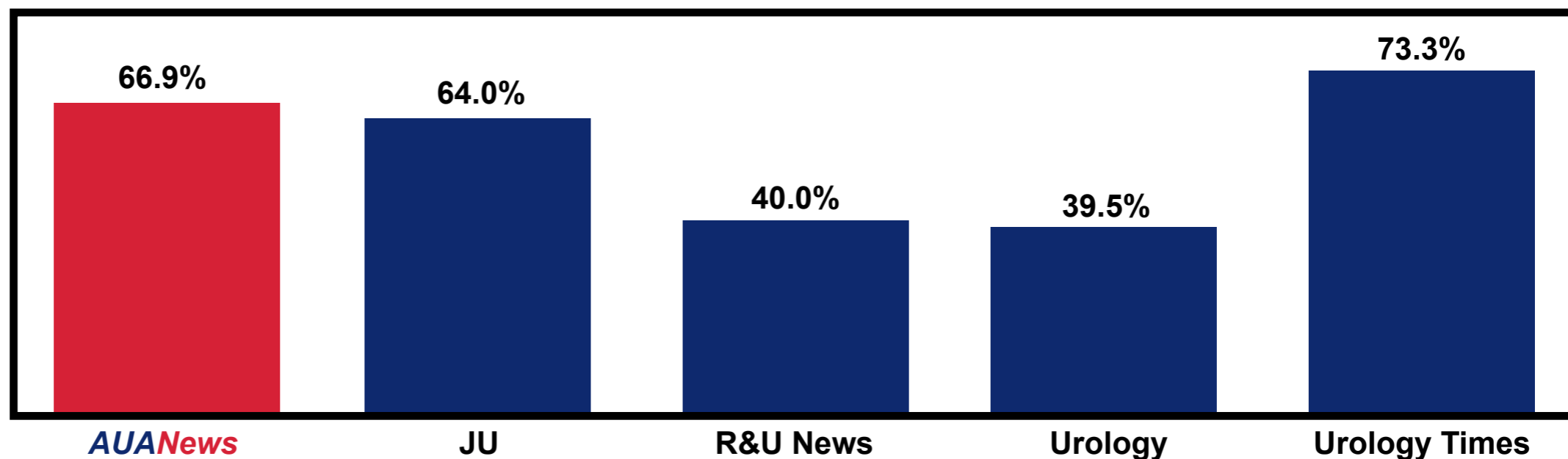
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AVERAGE ISSUE READERSHIP

	100%-76 %	75%-51%	50%-26%	25%-1%	Don't Read	Avg Issue.
AUANews	39.5%	18.0%	21.5%	12.5%	8.5%	66.9%
Journal of Urology	29.0	30.0	16.0	18.0	7.0	64.0
Renal & Urology News	14.5	13.0	20.5	22.5	29.5	40.1
Urology	15.5	13.5	16.0	23.5	31.5	39.5
Urology Times	44.5	26.0	12.5	12.0	5.0	73.3





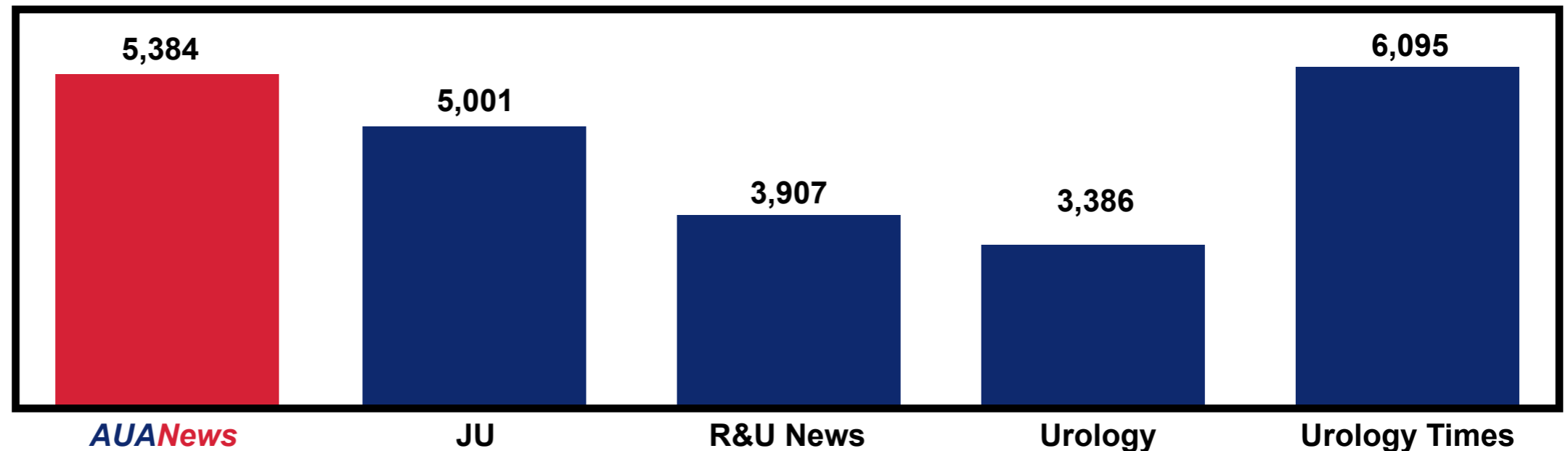
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AD EXPOSURE LIKELIHOOD

	Ad Readership	Projected Exposures*
<i>AUANews</i>	56.0%	5,834
Journal of Urology	48.0%	5,001
Renal & Urology News	37.5%	3,907
Urology	32.5%	3,386
Urology Times	58.5%	6,095



*Projected to universe of 10,418 practicing urologists



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READER PERCEPTION: Percentage of Readers that Agreed

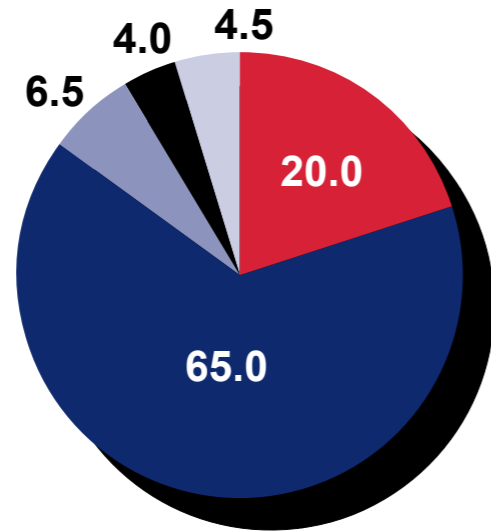
	<i>AUANews</i>	JU	R&U News	Urology	Urology Times
I trust it.	94.5%	95.2%	77.3%	88.3%	86.3%
It is pertinent to my professional interest.	94.0	89.8	73.8	85.4	88.9
Offers the latest news about important trials.	64.5	73.7	56.7	63.5	68.9
Keeps me current about AUA activities.	92.3	46.2	31.9	43.8	76.3
Offers practice management tips I can use.	75.4	40.3	40.4	41.6	80.5
It is distinct from other urology newspapers.	71.6	—	58.2	—	72.1
Offers timely discussion of emerging topics.	83.1	—	67.4	—	83.2

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DEMOGRAPHICS: Practice Profile (%)



Primary Specialty – 100% Urology

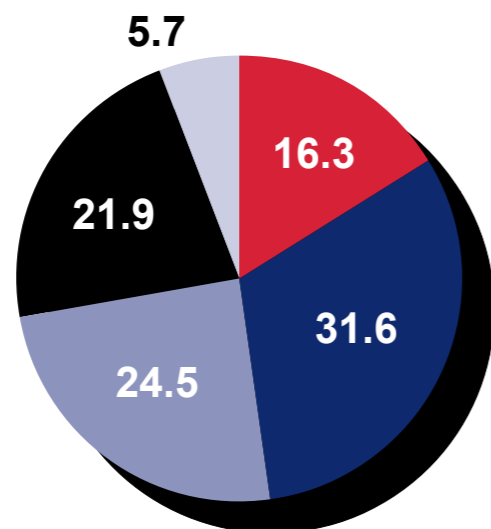
Less than 5% had a secondary practice specialty

90% of all respondents were members of the American Urological Association

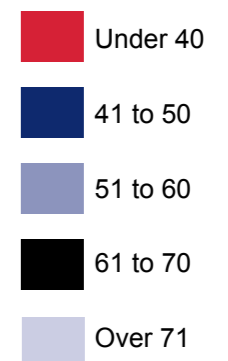
The practice profile was not statistically different for any of the publications



DEMOGRAPHICS: Age Profile (%)



The age profile was not statistically different for any of the publications



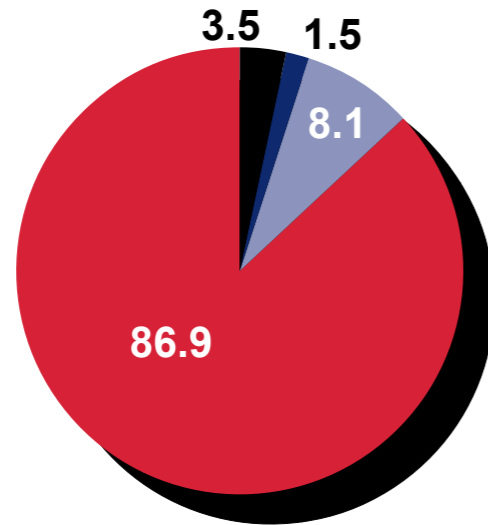


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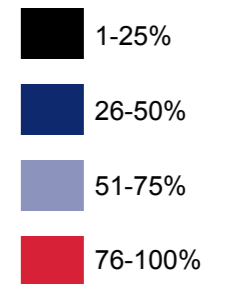
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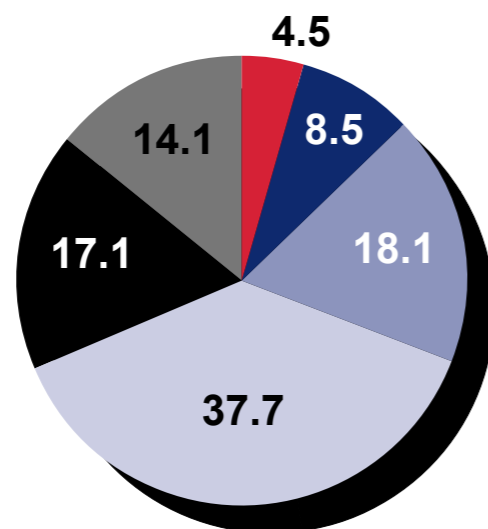
DEMOGRAPHICS: Time Spent in Direct Patient Care (%)



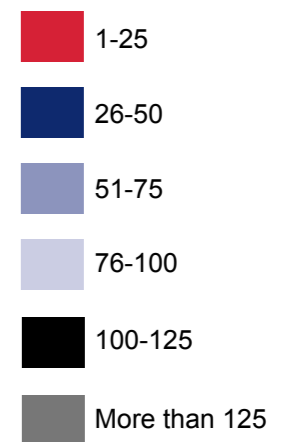
Time spent in patient care was not statistically different for any of the publications



DEMOGRAPHICS: Weekly Patient Visits (%)



The average number of patients seen per week by all respondents was 88; 89 for *AUANews* readers and 87 for *Urology Times* Readers



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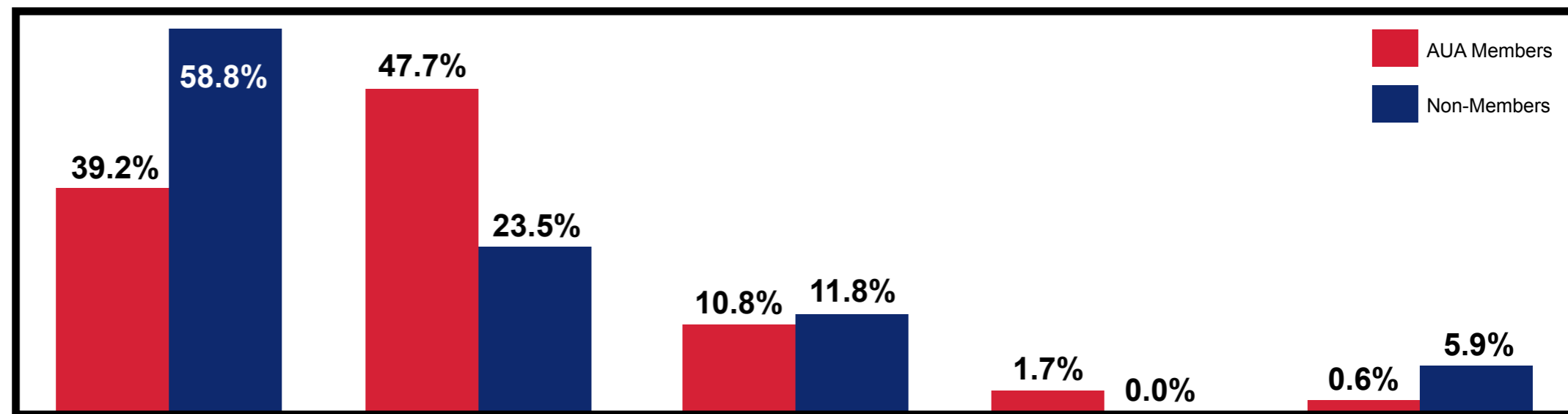
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Weekly Prescribing Activity (All Respondents)

	Average		Average
BPH	26.1	Macrolide anti-infectives	12.9
OAB/Incontinence	24.0	Intravesical Therapy	11.4
Erectile Dysfunction	23.3	Penicellins	9.2
Quinolones	21.7	Sulfanilamides	8.8
Antispasmodics	16.7	Cytostatic agents	7.4
Hormonal agonist/antagonist	15.7	Vitamins/supplements	6.2
Stone prevention	14.4	Radio frequency therapy	3.9
SMZ-TMP	13.7		

Number of Surgical Procedures Performed per Week



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Product & Service Purchase Involvement (AUA Members)

	Purchase	Recommend	Neither	No Response
Medical Supplies	51.4%	29.6%	18.4%	0.6%
Diagnostic Equipment	45.3	27.9	25.1	1.7
Surgical Equipment	43.6	33.0	21.8	1.7
Lab Services	35.8	25.7	36.3	2.2
Imaging Systems	33.0	29.1	33.5	4.5

CONCLUSIONS

The performance of *AUANews* is akin to the leading publication in the field and it offers comparable ad exposures

Demographics

- The average urologist
- Is a member of the AUA (90%)
- Is between 40 and 60 years of age (56%)
- Works in a group practice (65%)
- Sees 76 to 100 patients per week (37.7%)
- Performs 14 surgical procedures per week
- Is responsible for making purchases or recommending purchases for his/her practice
- Reads *AUANews* regularly



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METHOD & PROCEDURES

- Survey emailed to all AUA Members with valid email addresses
- 11,539 survey invitations sent via email
- 1,046 surveys completed – 9% response rate
- Accurate within 3.1% at a 95% confidence level

SURVEY OBJECTIVES

1. Determine Satisfaction with AUA News
2. Evaluation of Columns and Features in AUA News
3. Identify Readership Patterns of AUA News
4. Identify Respondent Demographic Profile



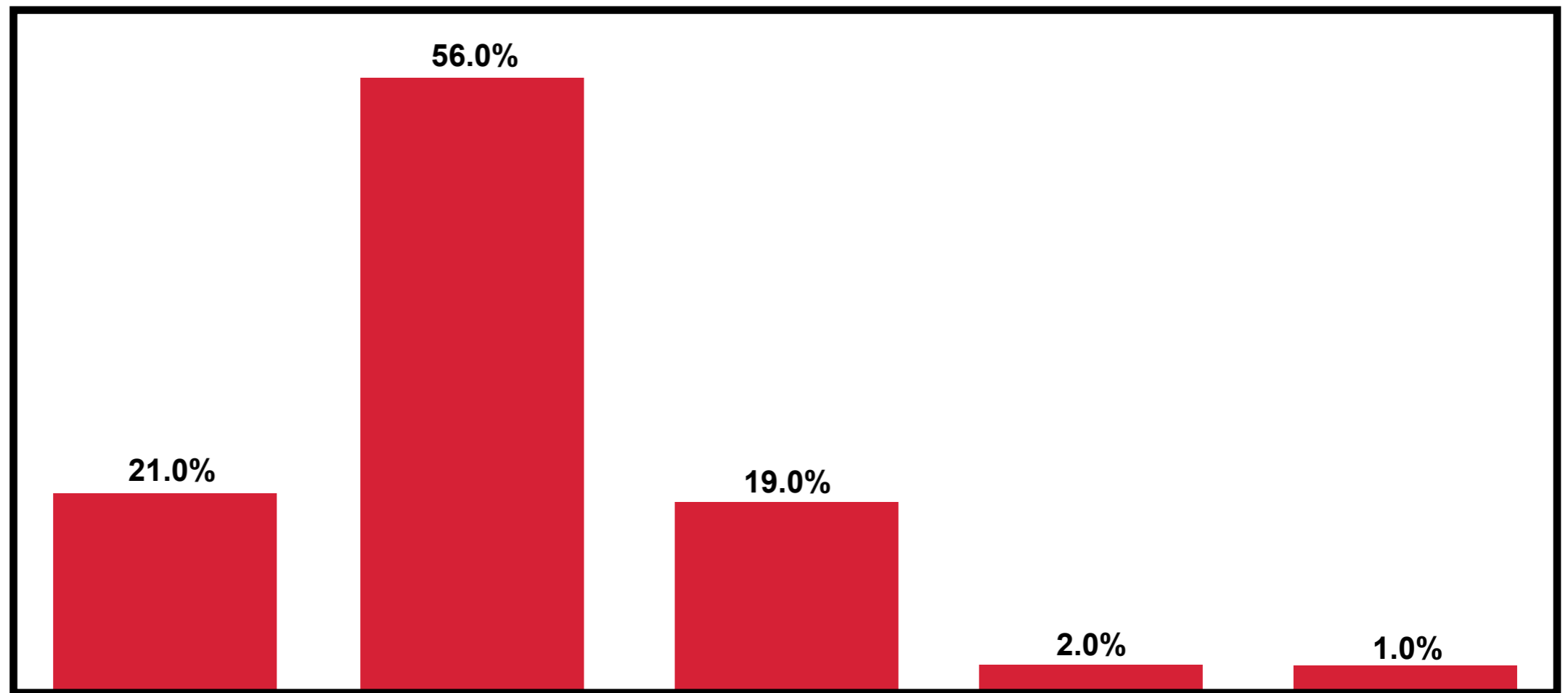


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Overall Satisfaction with *AUA News*



5 (Extremely Satisfied) 4 3 2 1 (Not at all Satisfied)

Total respondents (1,046)

Using a 1 to 5 scale where 5 is extremely satisfied and 1 is not at all satisfied, how satisfied are you with *AUA News*?



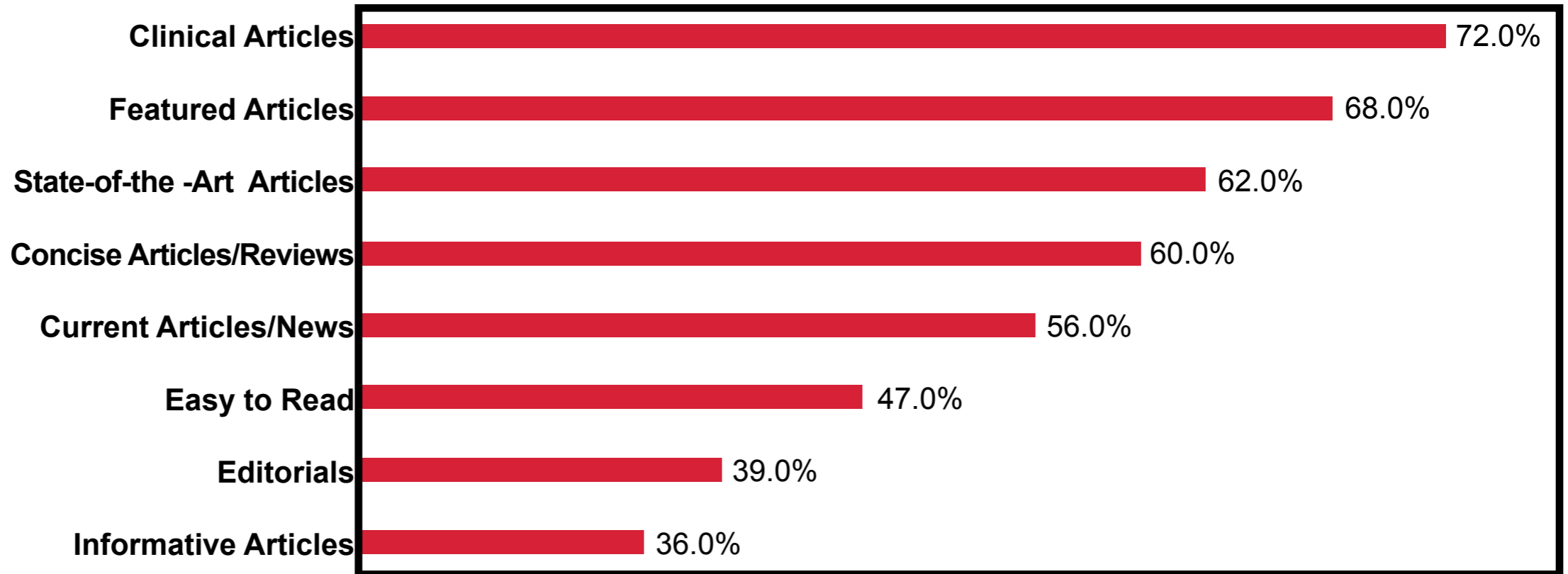


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Reasons Members Like *AUA News*



Percentage of Universe (80%)

Total respondents (1,046)

What do you like most about *AUA News*?

Top Answers provided – add up to more than 100% due to multiple responses

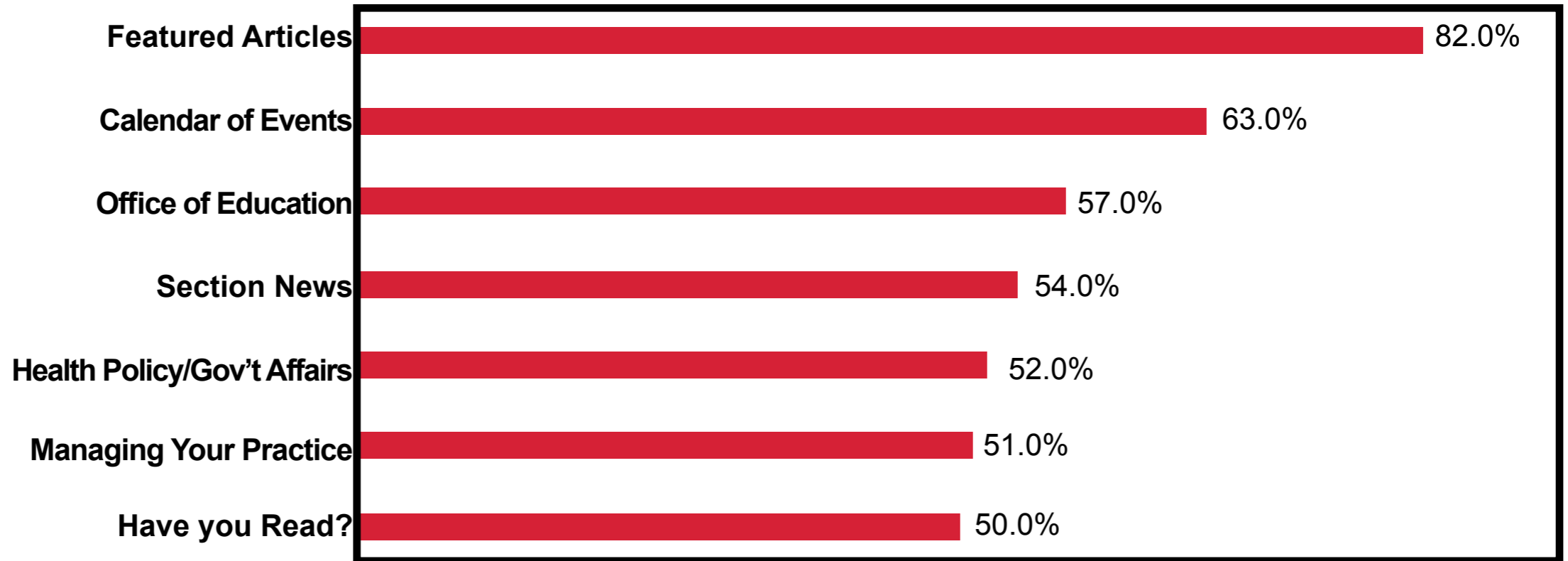


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Usefulness of Columns in *AUA News*



Percentage of Universe (100%)

Total respondents (1,046)

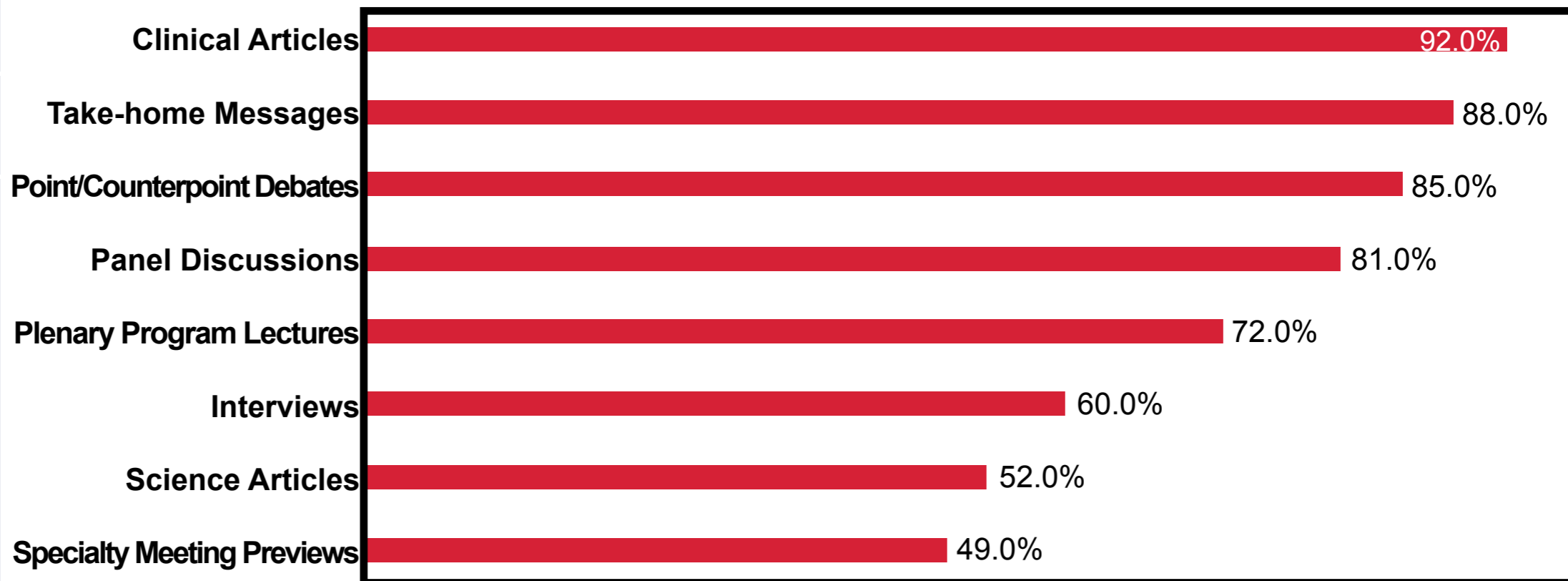
Using a 1 to 5 scale, where 5 is extremely useful and 1 is not at all useful, how useful are each of the following columns in *AUA News*? Very useful are those respondents answering 5 or 4 on a 5-point scale.

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Interest in *AUA News* Feature Articles



Percentage of Universe (100%)

Total respondents (1,046)

Using a 1 to 5 scale, where 5 is extremely interested and 1 is not at all interested, how interested are you in the following Feature Articles in AUA News?

Very interested are those respondents answering 5 or 4 on a 5-point scale.

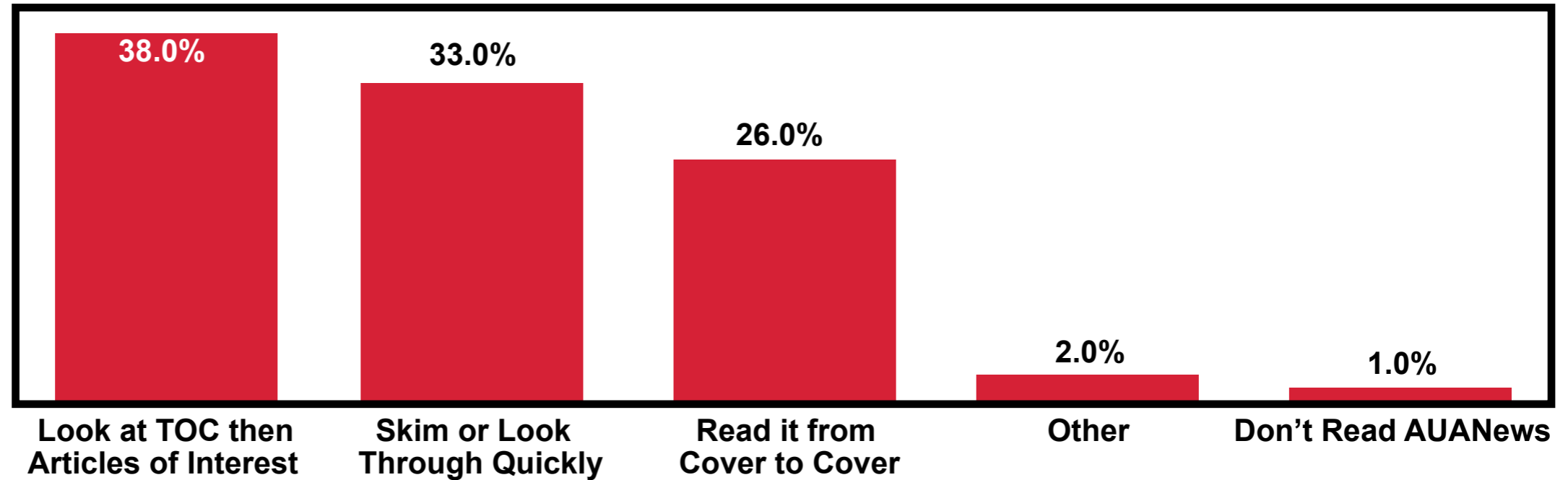


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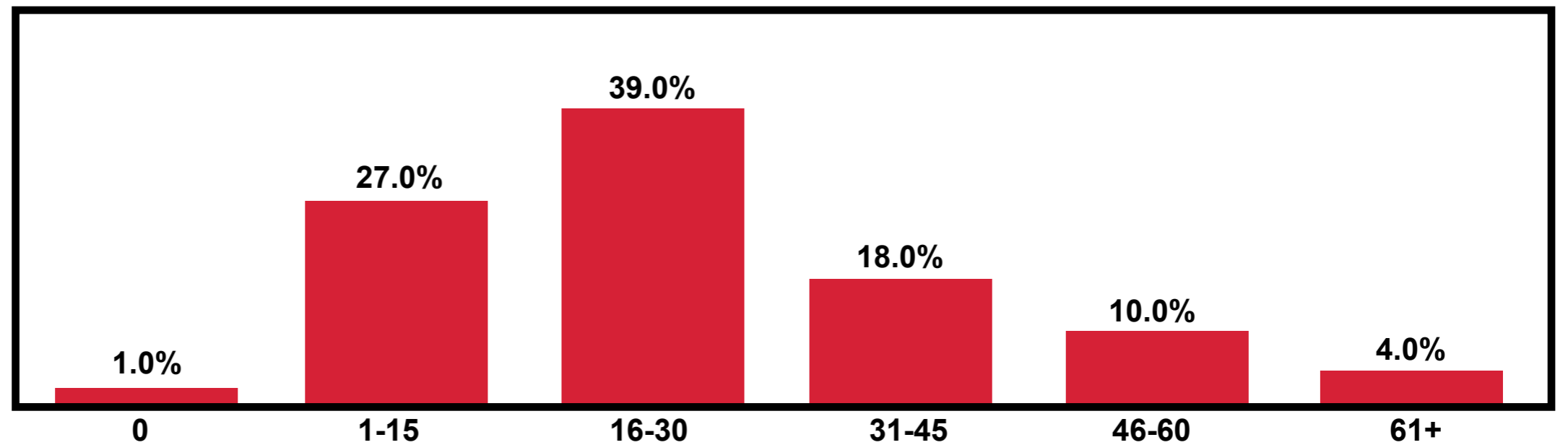
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Readership Patterns of *AUA News*



Total Number of Minutes Spent Reading or Skimming a Typical Issue of *AUA News*

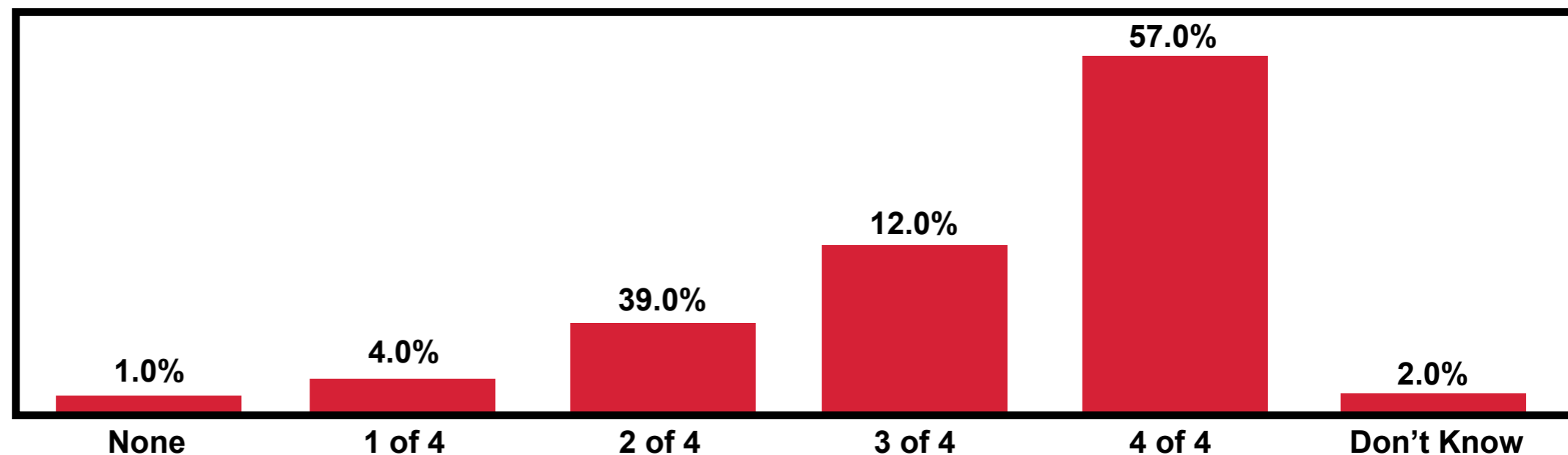


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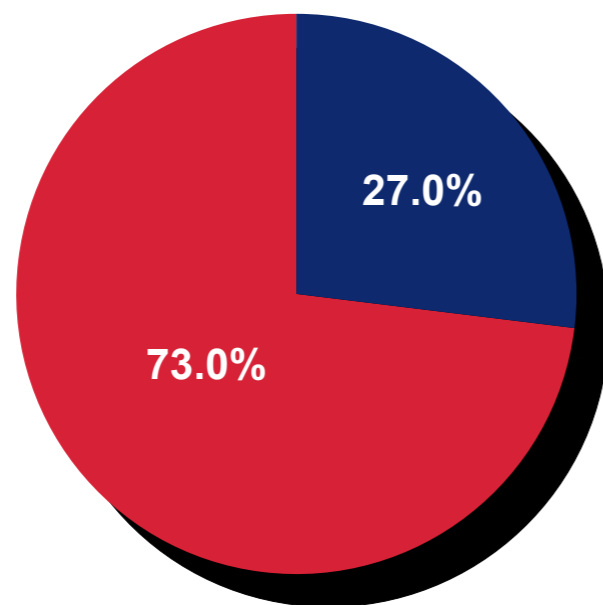
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Number of Last 4 Issues of *AUA News* Read



Awareness of *AUA News* Product Ads



When reading AUA News, did you come across any product ads?

Yes, noticed product ads
No, did not notice product ads

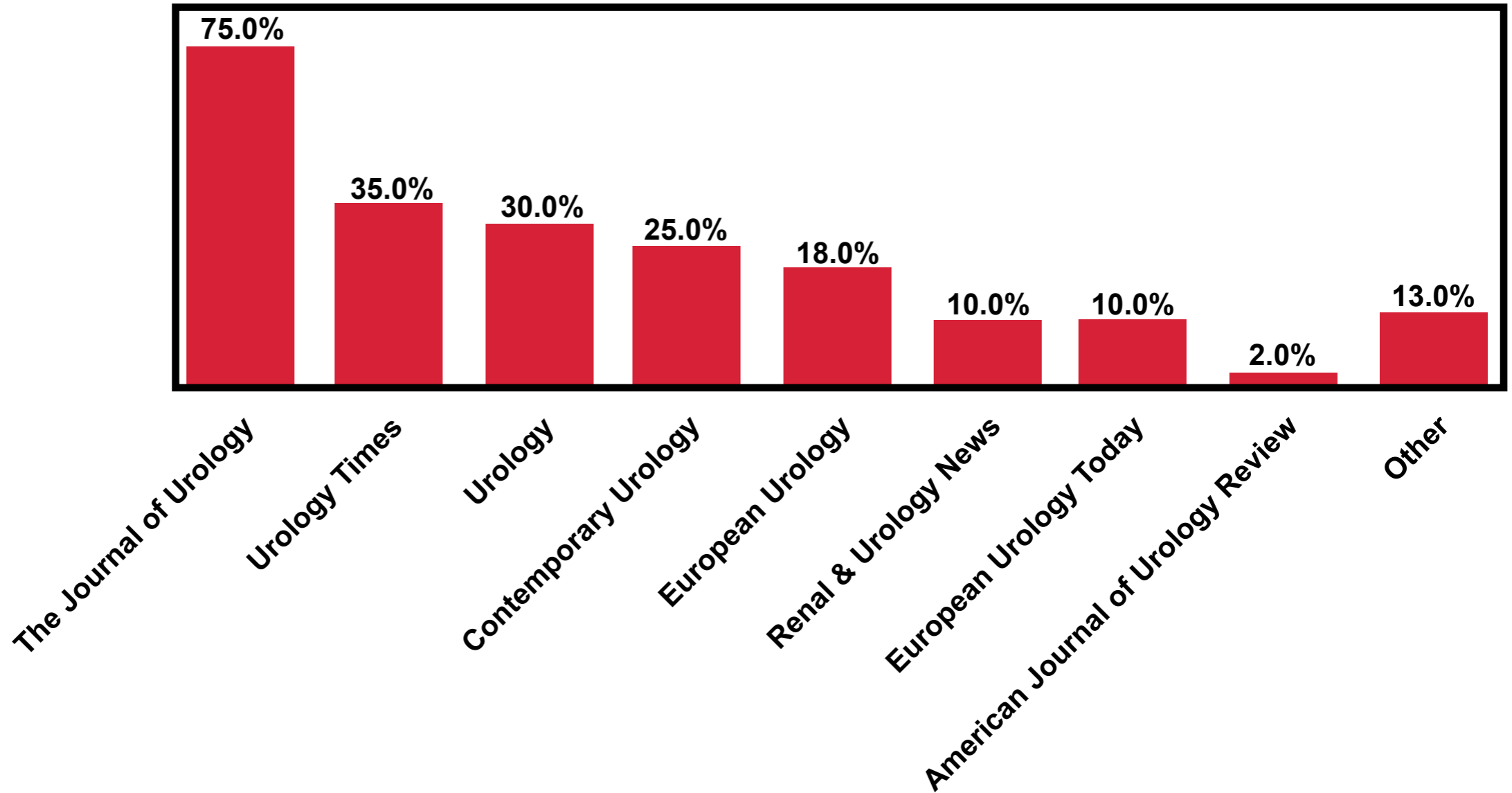


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Other Urology Publications Read on a Regular Basis



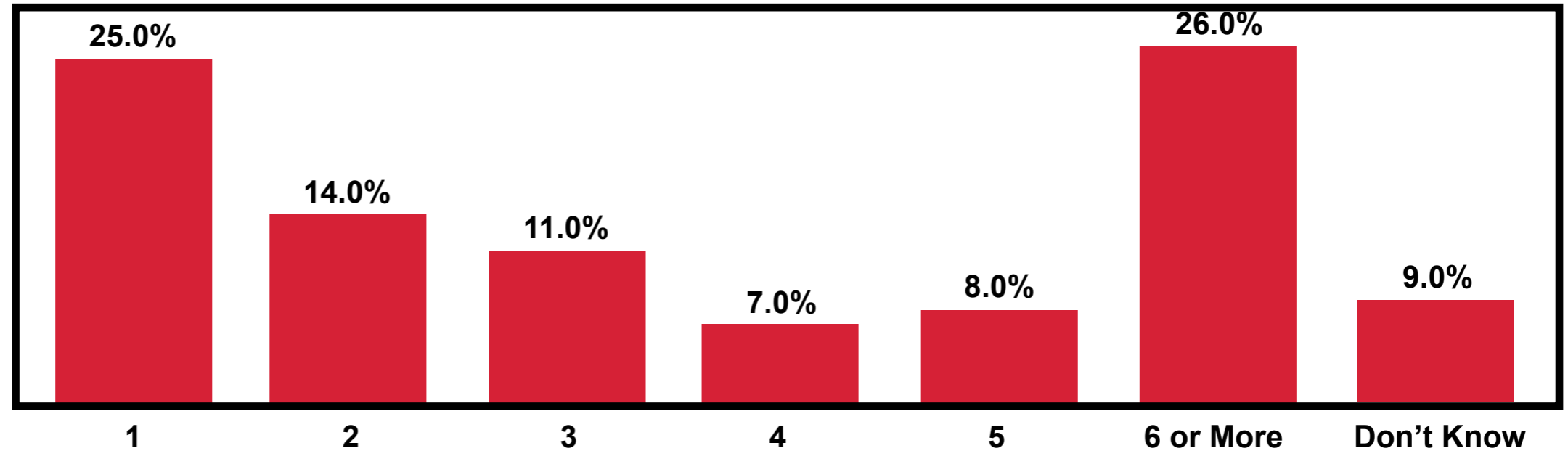


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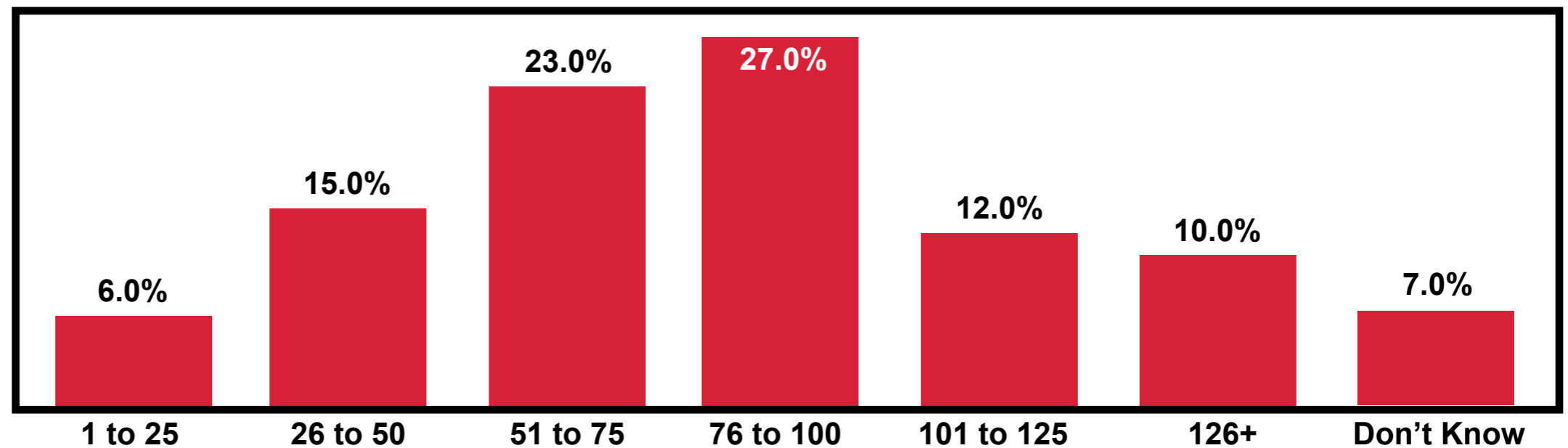
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Number of AUA Members in Practice



Number of Patients Seen in a Week

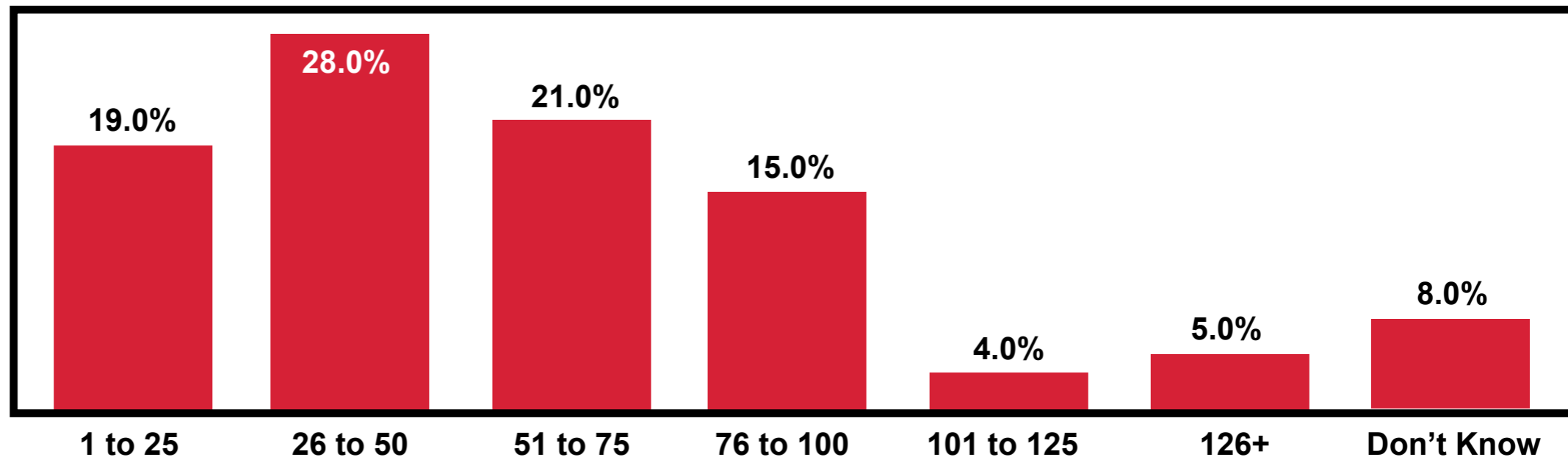


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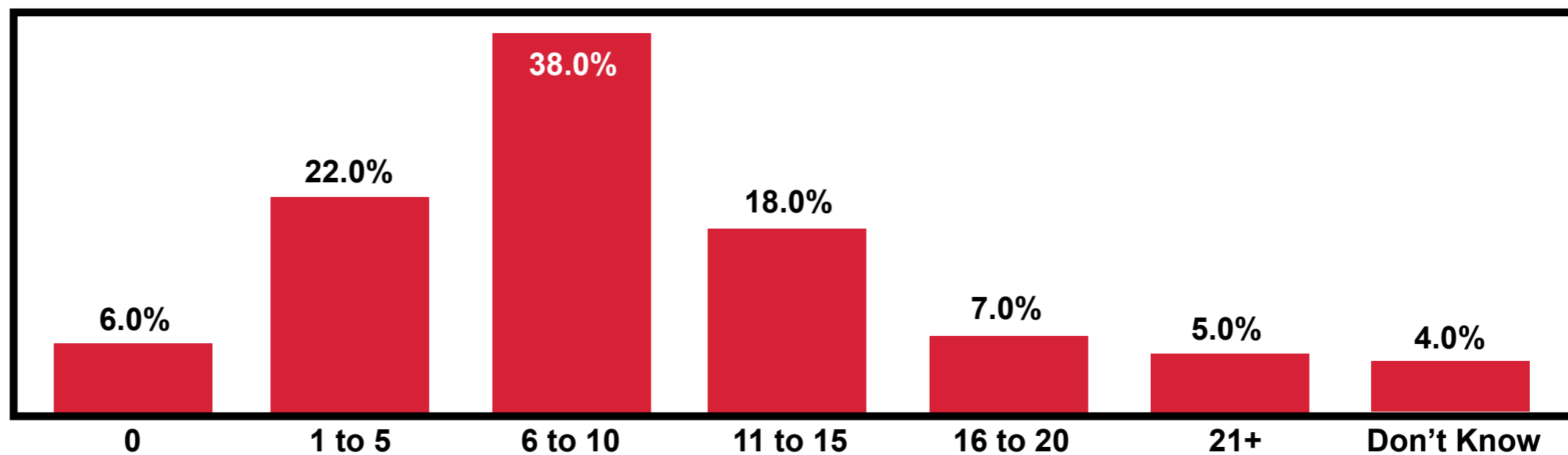
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Number of Prescriptions Written Per Week



Number of Surgical Procedures Performed a Week

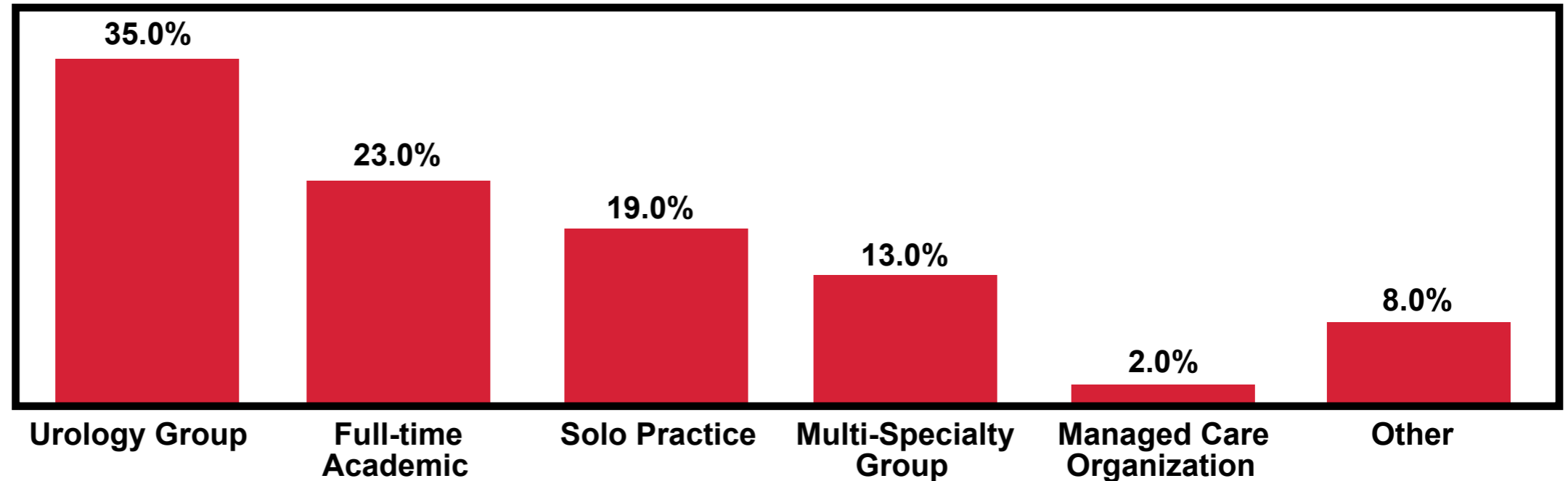


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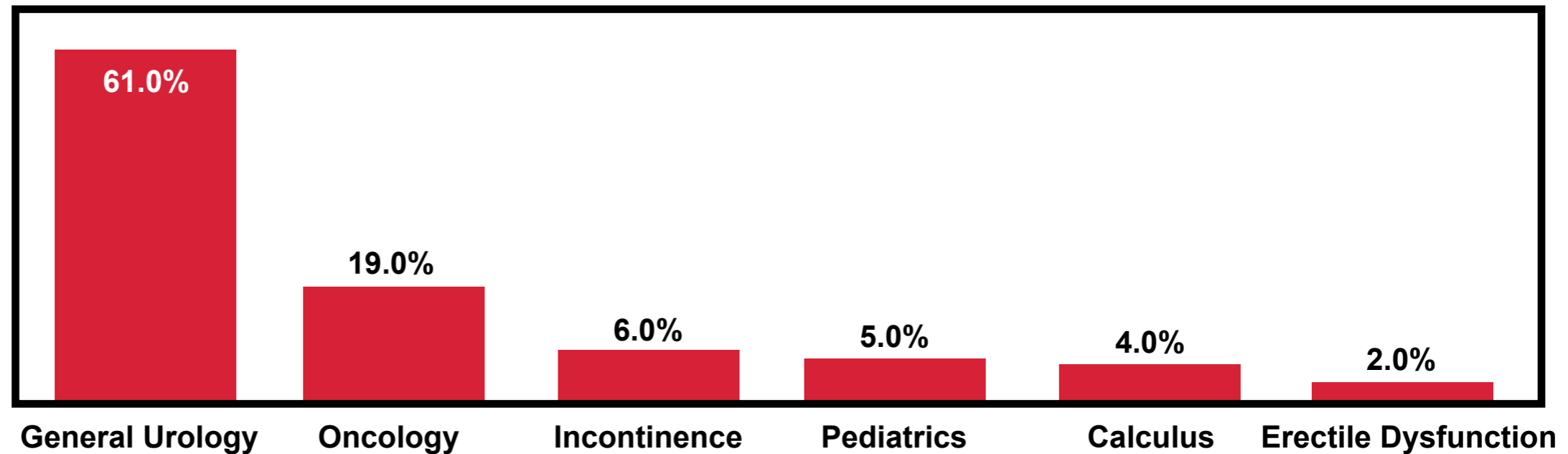
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Practice Type



Primary Special Interest Area



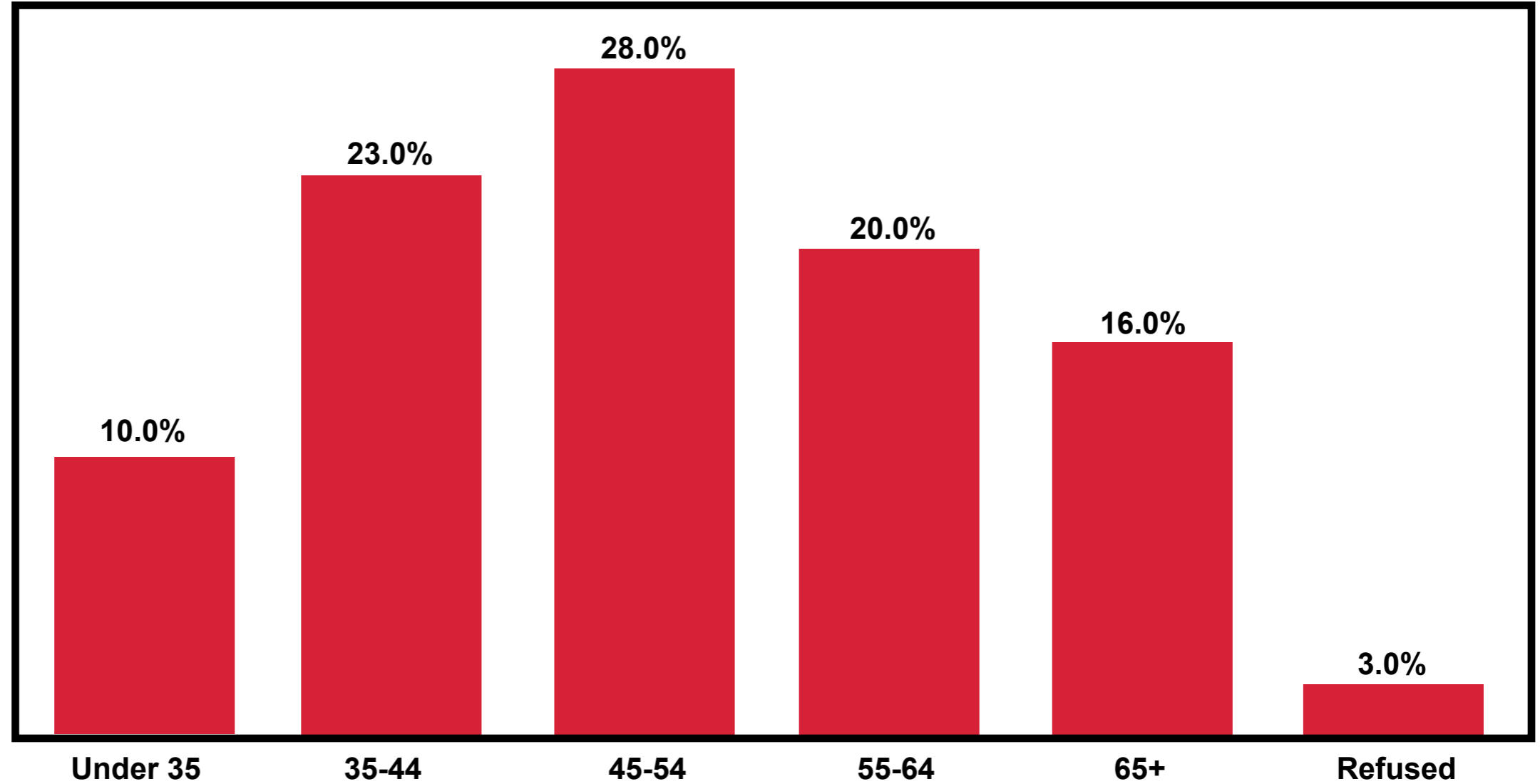


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Age





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Company Information: We are a publisher's representation firm that was established July, 1998. We specialize in partnering with medical societies to maximize their advertising revenue and in working with media buyers and planners in developing effective strategies for achieving promotional campaign goals.

To contact the sales managers of *AUANews*, click on their email address under the desired section. To obtain additional information, please visit our website at www.wt-group.com.

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