

Advertising Rates – Run of Book

Black and White

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,010	\$2,040	\$1,620
3x	\$2,955	\$1,980	\$1,560
6x	\$2,900	\$1,925	\$1,510
12x	\$2,850	\$1,870	\$1,445
24x	\$2,790	\$1,810	\$1,395
36x	\$2,740	\$1,755	\$1,335
48x	\$2,675	\$1,695	\$1,290
60x	\$2,625	\$1,645	\$1,225
72x	\$2,565	\$1,590	\$1,175
96x	\$2,510	\$1,535	\$1,120
120x	\$2,455	\$1,480	\$1,060

Four Color

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$4,830	\$3,860	\$3,440
3x	\$4,775	\$3,800	\$3,380
6x	\$4,720	\$3,745	\$3,330
12x	\$4,670	\$3,690	\$3,265
24x	\$4,610	\$3,630	\$3,215
36x	\$4,560	\$3,575	\$3,155
48x	\$4,495	\$3,515	\$3,110
60x	\$4,445	\$3,465	\$3,045
72x	\$4,385	\$3,410	\$2,995
96x	\$4,330	\$3,355	\$2,940
120x	\$4,275	\$3,300	\$2,880

Insert Rates

Frequency	2 PG Insert	4 PG Insert	6 PG Insert	8 PG Insert
1x	\$7,020	\$13,040		
3x	\$6,910	\$12,820		
6x	\$6,800	\$12,600	\$18,400	\$24,200
12x	\$6,700	\$12,400	\$18,100	\$23,800
24x	\$6,580	\$12,160	\$17,740	\$23,320
36x	\$6,480	\$11,960	\$17,440	\$22,920
48x	\$6,350	\$11,700	\$17,050	\$22,400
60x	\$6,250	\$11,500	\$16,750	\$22,000
72x	\$6,130	\$11,260	\$16,390	\$21,520
96x	\$6,020	\$11,040	\$16,060	\$21,080
120x	\$5,910	\$10,820	\$15,730	\$20,640

Color Charges

2 color standard	\$635
2 color matched	\$925
4 color	\$1,820
5 color	\$2,730

Position Charges

Cover 4	50% B&W rate
Cover 3	25% B&W rate
Cover 2	25% B&W rate
Cover 3 & 4	50% B&W rate
Table of Contents	15% B&W rate
Other positions	5% B&W rate

Net Rates Cover Tips Supplied With PI and Without

Frequency	2 PG Supplied	2 PG Plus PI
1x	\$21,070	\$27,070
3x	\$20,730	\$26,730
6x	\$20,390	\$26,390
12x	\$20,110	\$26,110
24x	\$19,735	\$25,735
36x	\$19,425	\$25,425
48x	\$19,055	\$25,055
60x	\$18,740	\$24,740
72x	\$18,400	\$24,400
96x	\$18,060	\$24,060
120x	\$17,720	\$23,720

Digital Rates

WEBSITE

Ad Sizes: Leaderboard, Medium rectangle

Rates

- Limited sponsorship program at \$50,000 net per year at 33% SOV
- A 20% discount is offered to advertisers advertising in three (3) print issues of *JADPRO*

E-TOC

Ad sizes: Leaderboard: 728 × 90, Wide skyscraper: 160 × 600

Rates

- \$3,800 for leaderboard or skyscraper
- A 20% discount is offered to advertisers advertising in the same print edition of *JADPRO*

Circulation

Speciality	
Nurse Practitioners	5,302
Physician Assistants	3,082
Clinical Nurse Specialists	637
Advanced Practice Nurses	294
Pharmacists	113
Others	180
Total	9,608

Discounts and Incentives

HARBORSIDE PRESS COMBINED FREQUENCY DISCOUNT

An advertiser's (including a parent company and its subsidiaries) frequency rate for JADPRO, will be determined by the number of pages placed in a calendar year, in the following Harborside Press publications: JADPRO, JNCCN—*Journal of the National Comprehensive Cancer Network*, *The ASCO Post*, and JOP—*Journal of Oncology Practice*. The number of placed pages includes full and fractional pages.

PI DISCOUNT

Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page.

CONTINUITY DISCOUNTS

Advertise a product in 6 issues of JADPRO and receive the 7th FREE. Ad unit must be of equal or lesser value of the least expensive ad unit run.

Closing Dates 2018

Issue	Insertion Orders Due	Ad Material Due	Inserts Due
Jan-Feb	12/22/17	1/2/18	1/9/18
Mar	2/15/18	2/22/18	2/22/18
Apr	3/22/18	3/29/18	4/5/18
May-Jun	4/23/18	4/30/18	5/7/18
Jul-Aug	6/25/18	7/2/18	7/9/18
Sep-Oct	8/23/18	8/30/18	9/6/18
Nov-Dec	10/25/18	11/1/18	11/8/18

Frequency

7x in 2018

Issue Dates

Jan/Feb, Mar, Apr*, May/June, Jul/Aug, Sep/Oct, Nov/Dec

*Special Issue: Highlights of JADPRO Live at APSHO Annual Conference

Contact

KRISTINA BERBERICH O'TOOLE

National Accounts Representative

kristina@harborsidepress.com

Direct: 631-935-7668 • Cell: 631-921-2986