



## Official Magazine of the Medical Professional Liability Insurance Industry

### Information for Advertisers

- **Physician Insurer** is the flagship magazine of the Physician Insurers Association of America (PIAA). The magazine is distributed to a select nationwide readership of more than 2,000 leaders in the medical malpractice insurance industry. Senior managers of finance, insurance, and risk management rely on **Physician Insurer** as a prime source of information for making key purchasing decisions.
- **Physician Insurer** is the **leading industry-wide authoritative source** of information on medical malpractice insurance issues, public policy, technology, research, and trends. PIAA member companies turn to **Physician Insurer** for information they can trust.
- Readers of **Physician Insurer** are active PIAA members, widely recognized as the leaders in management for their industry. In a recent survey, readers said that they relied on **Physician Insurer** for comprehensive coverage of the key developments in the industry.
- The only choice for reaching your target market efficiently and effectively: **Physician Insurer**.
- Questions? Please contact:

#### Advertising

Eric R. Anderson  
Director of Public Relations and Marketing  
2275 Research Blvd., Suite 250  
Rockville, MD 20850  
Telephone: 301.947.9000, ext. 212  
E-mail: eanderson@piaa.us

#### Editorial

Dana Murphy  
Editor  
2275 Research Blvd., Suite 250  
Rockville, MD 20850  
Telephone: 904.794.5926  
E-mail: dmurphy@piaa.us

# ***Physician Insurer*** **Publishing Schedule and Rates**

## **PUBLISHING SCHEDULE**

*Physician Insurer* is published quarterly and is distributed on or about the following dates:

- First quarter – February 19
- Second quarter – May 17
- Third quarter – August 18
- Fourth quarter – November 19

## **INSERTION ORDERS**

Space reservations are due six weeks preceding the issue date. See attached insertion form for full instructions.

## **ADVERTISING MATERIALS**

All advertising materials are due three weeks prior to the issue date. Publisher assumes that materials supplied for first insertion order will be picked up for use in subsequent issues, unless publisher is informed about submission of new materials six weeks prior to publication of the next issue.

## **PAYMENT**

All payments for advertisements are due within 15 days of receipt of invoice.

## **MECHANICAL REQUIREMENTS**

Full (bleed):	8.5"w x 11", plus 1/8" all side
Full (no bleed):	7"w x 9.75"
2/3 vertical:	w 4.618" x h 9.75"
1/2 horizontal:	w 7" x h 4.722"
1/2 vertical:	w 3.437" x h 9.75"
1/3 square:	w 4.618" x h 4.722"
1/3 vertical:	w 2.234" x h 9.75"
1/4:	w 3.417" x h 4.722"
1/6 vertical:	w 2.234" x h 4.722"

## **PRINTING SPECIFICATIONS**

Printing:	Offset
Binding:	Saddle-stitched
Line Screen:	133 - 150
Four Color:	Color proof supplied, if requested, at the expense of the advertiser.

## **FILE FORMATS ACCEPTED**

Preferred file format is high-resolution PDF print file. Other acceptable file formats include: Photoshop EPS, Illustrator EPS (font files must be sent separately, unless changed to outline within file), or Quark native program, with all graphic files and fonts. Ads must be submitted at a minimum of 300 dpi at same full size to be printed. All color ads to be set for four-color process—CMYK. Do not submit ads produced in Microsoft Word, or other word processing programs. Current, full size color proof should be submitted with ad file, or if emailing, sent separately via U.S. mail. Please submit all advertisements via e-mail to Eric Anderson at eanderson@paa.us or on CD-Rom via U.S. mail to: PIAA, Attn: Communications Department, 2275 Research Blvd., Suite 250, Rockville, MD 20850. Files may be zipped or stuffed if desired. For questions, please call Eric Anderson 301.947.9000, ext. 212.

## ***Physician Insurer*** **Advertising Guidelines**

- 1) Advertising shall be accepted only for products or services which have potential direct benefit for the PIAA members and which do not violate the Association's policies, including antitrust. Advertisers and their advertising agencies are liable for the content of all advertising material appearing in the magazine, and assume responsibility for any related claims arising against ***Physician Insurer***.
- 2)
  - a) **For Regular/Associate/International Members** – Advertising for these organizations is restricted to products and services that are NOT primary insurance products. Examples of qualifying products and services include risk management products and services and IT products or services. The eligibility of products or services offered by a subsidiary or affiliate of a regular member will be made on a case-by-case basis.
  - b) **For Affiliate Members** – Advertising from these members is generally accepted, subject to the approval of the PIAA.
  - c) **For Non-Members** – Non-members are prohibited from advertising primary insurance products or services which compete with those offered by the PIAA's insurer members. In general, the PIAA also does not accept advertising from non-member companies for products or services which compete with those offered by PIAA itself, such as risk management and other relevant educational services or workshop events.
- 3) Publisher reserves the right to insert the word "advertisement" on any insertion that may possibly be construed as editorial. The PIAA will not accept any advertisement that advocates any position adverse to the official positions of the Association.
- 4) Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.
- 5) Advertisers will be informed of any required rate changes a minimum of one issue in advance of the effective change date.
- 6) Publisher will inform advertiser if proposed ad materials violate any of the rules listed above at least one week prior to publication of each quarterly issue.

## *Physician Insurer 2010 Advertising Deadlines*<sup>1</sup>

<b>Quarter</b>	<b>Ad Space Reservation Deadline</b>	<b>Artwork Submission Deadline</b>	<b>Target Delivery Date</b> <sup>1</sup>
First	January 8, 2010	January 29, 2010	February 19, 2010
Second <sup>2</sup>	March 5, 2010	March 26, 2010	April 16, 2010 (Ship date to 2010 Annual Meeting in Chicago; magazine mails on 5/17/10.)
Third	July 7, 2010	July 28, 2010	August 18, 2010
Fourth	October 8, 2010	October 29, 2010	November 19, 2010

<sup>1</sup> Advertising deadlines and target delivery date are subject to change.

<sup>2</sup> In addition to being mailed to all PIAA members, the second quarter issue of *Physician Insurer* will be distributed at the 2010 Annual Meeting in Chicago. The advertising deadlines for this issue have been moved up four weeks to accommodate shipping to the meeting site. The PIAA is not responsible for any negative effects resulting from a change in the magazine delivery date.

**Physician Insurer  
Advertising Rates**

<b>Four-Color Advertisement</b>				
	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Center Spread	\$ 3,285	\$ 3,050	\$ 2,830	\$ 2,635
Spread	\$ 3,115	\$ 2,990	\$ 2,780	\$ 2,585
Cover 2, 3, or 4	\$ 2,830	\$ 2,635	\$ 2,435	\$ 2,265
Full Page	\$ 2,150	\$ 1,980	\$ 1,840	\$ 1,700
2/3 Page	\$ 1,700	\$ 1,580	\$ 1,465	\$ 1,350
1/2 Page	\$ 1,415	\$ 1,315	\$ 1,225	\$ 1,145
1/3 Page	\$ 1,130	\$ 1,055	\$ 980	\$ 910
1/4 Page	\$ 1,030	\$ 960	\$ 890	\$ 830
1/6 Page	\$ 930	\$ 855	\$ 785	\$ 730
<b>Black and White Advertisement</b>				
	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Center Spread	\$ 2,605	\$ 2,425	\$ 2,255	\$ 2,095
Spread	\$ 2,380	\$ 2,210	\$ 2,060	\$ 1,915
Cover 2, 3, or 4	\$ 2,150	\$ 2,000	\$ 1,870	\$ 1,700
Full Page	\$ 1,925	\$ 1,790	\$ 1,670	\$ 1,545
2/3 Page	\$ 1,470	\$ 1,370	\$ 1,280	\$ 1,190
1/2 Page	\$ 1,245	\$ 1,160	\$ 1,080	\$ 1,005
1/3 Page	\$ 1,020	\$ 950	\$ 875	\$ 825
1/4 Page	\$ 930	\$ 860	\$ 800	\$ 740
1/6 Page	\$ 825	\$ 760	\$ 700	\$ 640

*Note:*

- Prices listed for all ad sizes are *per insertion*.
- For guaranteed position, please add 25%.
- Rates are not subject to agency commission or discount.
- Inserts or cards, please contact Eric Anderson.

11/10/09

**Physician Insurer  
Insertion Order Form**

Please complete the following form and return it to the PIAA Communications Department (attention Eric Anderson) by fax at 301.947.9090 or by e-mail at eanderson@piaa.us. You can also mail the form to: PIAA Communications Department, 2275 Research Blvd., Suite 250, Rockville, MD 20850.

**Advertiser Information**

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

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

Country/Region: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Advertisement Specifications**

**Color:**       Black and White                       Four Color

**Size:**             Center Spread                       Spread                       Cover 2, 3, or 4

Full Page                       2/3 Page                       1/2 Page

1/3 Page                       1/4 Page                       1/6 Page

**Insertions:**     1X                       2X                       3X                       4X

**Artwork:**       New                       Pickup (please provide issue date: \_\_\_\_\_ )

**Payment Information**

Method:                       Check Enclosed                       Credit Card                       Bill Me Later

Credit Card Type:         Amex                       Visa                       Mastercard

Total Submitted: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_