

AAHPM *bulletin*

Advertising Opportunities: Advertising in the American Academy of Hospice and Palliative Medicine (AAHPM) newsletter, *Bulletin*, offers you exposure to nearly 4,000 members practicing in the specialty of Hospice and Palliative Medicine. AAHPM is an organization of physicians and other medical professionals dedicated to excellence in palliative medicine and the prevention and relief of suffering among patients and family by providing education and clinical practice standards, fostering research; facilitating personal and professional development and by public policy advocacy.

AAHPM *Bulletin* is a quarterly publication that focuses on upcoming academy educational events, and technology and advancement in the field of hospice and palliative medicine. Reserve your space today to reach this key market.

Bulletin Rates*

<u>Space</u>	<u>Specifications</u>	<u>1X</u>	<u>3X</u>	<u>4X</u>
Full page	7" x 10"	\$1050	\$945	\$855
2/3 page	4 5/8" x 9 5/8"	\$935	\$840	\$760
1/2 page	7" x 4 3/4"	\$790	\$710	\$645
1/3 page	2 1/4" x 9 5/8"	\$585	\$525	\$480
1/4 page	3 3/8" x 4 3/4"	\$460	\$415	\$375
Trim size	8 1/2" x 11"			
Bleed size	8 3/4" x 11 1/4"			
Live area	7" x 10"			

Agency commission 15% for accounts paid within 30 days.

AAHPM Web Site Rates*

Professional recruitment opportunities on the AAHPM Job Mart on our web site are available individually or as a package.

Packages include:

- 1-month classified ad, in the Job Mart section of the AAHPM website
- One 1/4-page recruitment ad (3 3/8" x 4 3/4") in the *Bulletin*.

Individual Web Ad: \$ 375
 ***Package Rate: \$ 725

These are net rates.

***Please visit our web site to post your ad. If you are interested in a Package, please contact Randi Romanek at rromanek@aahpm.org for details.

<u>Issue</u>	<u>Issue Date</u>	<u>Space Close</u>	<u>Materials Due</u>
Spring	April 15	February 20	February 27
Summer	June 24	May 1	May 7
Fall	October 30	August 12	August 17
Winter	December 15	November 13	November 20

Preferred Ad Materials: Digital composite ads accepted in EPS or PDF formats, all images and fonts embedded; TIFF or JPG formats at 1,200 ppi.

*Rates are effective as of March 1, 2010

Reach nearly 4,000 members practicing in the specialty of Hospice and Palliative Medicine with the AAHPM *Bulletin*.

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