

Journal of the American College of Surgeons

<http://www.journalacs.org/>

2012 Display Rates



Editorial: The Journal of the American College of Surgeons (JACS) is a monthly peer-reviewed general surgery journal. The journal is edited by practicing surgeons and contains materials of interest to general surgeons, surgical specialists and other doctors who do surgery. The original articles cover general surgery and the surgical specialties (83%) and experimental surgery (17%). Specialty articles are selected on the basis of their application to the broad range of surgical problems in addition to specialty interest. Special features include: Collective Reviews, Book Reviews, Editorials, and The Surgeon at Work.

Circulation: 55,405

Audience: All members of the American College of Surgeons: Surgeons and surgical specialists, hospitals, clinics, libraries, universities, and institutions.

B/W RATES	Full Page	1/2 PAGE	1/4 Page
1X	\$ 4,795	\$ 2,835	\$ 1,845
6X	\$ 4,680	\$ 2,790	\$ 1,835
12X	\$ 4,560	\$ 2,750	\$ 1,805
24X	\$ 4,455	\$ 2,705	\$ 1,785
36X	\$ 4,325	\$ 2,645	\$ 1,775
48X	\$ 4,250	\$ 2,565	\$ 1,715
60X	\$ 4,195	\$ 2,490	\$ 1,665
72X	\$ 4,145	\$ 2,385	\$ 1,645
96X	\$ 4,120	\$ 2,295	\$ 1,620
120X	\$ 4,060	\$ 2,220	\$ 1,585
144X	\$ 4,005	\$ 2,150	\$ 1,545
192X	\$ 3,935	\$ 2,080	\$ 1,525
216X	\$ 3,880	\$ 2,005	\$ 1,480
240X	\$ 3,810	\$ 1,950	\$ 1,440
286X	\$ 3,750	\$ 1,890	\$ 1,405
336X	\$ 3,655	\$ 1,815	\$ 1,375

Issue	Space Due	Mat'l Due	Inserts Due
January	11/29/2011	12/2/2011	12/12/2011
February	12/27/2011	1/3/2012	1/11/2012
March	1/31/2012	2/3/2012	2/13/2012
April	3/1/2012	3/6/2012	3/14/2012
May	3/30/2012	4/4/2012	4/13/2012
June	5/1/2012	5/4/2012	5/14/2012
July	6/1/2012	6/6/2012	6/14/2012
August	6/29/2012	7/5/2012	7/13/2012
September	7/31/2012	8/3/2012	8/13/2012
October	8/24/2012	8/29/2012	9/7/2012
November	9/27/2012	10/3/2012	10/12/2012
December	10/25/2012	10/31/2012	11/8/2012

Color

5 Color	\$ 3,040	Covertips	\$ 30,000
4 Color	\$ 2,085	Outserts	\$ 35,000
Matched Color	\$ 975		
Standard Color	\$ 795		

Premium Positions

Cover 4: 50% B/W page rate
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 Cover 3: 25% B/W page rate
 Opposite TOC: 25% B/W page rate
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 Other Preferred Positions: 10% B/W page rate

Banners on <http://www.journalacs.org/> = \$ 125 / cpm
 Banners on eTOC Alerts to JACS = \$ 2,000 net per banner / per month

Mechanical Specifications		
Page Sizes	Non Bleed	Bleed
Trim	8" x 10-3/4"	
Spread	15" x 10"	16-1/4" x 11"
Full Page	7" x 10"	8-1/4" x 11"
1/2 Pg Hz	7" x 5"	8-1/4" x 5-5/8"
1/2 Pg V	3-1/2" x 10"	4-1/4" x 11"
1/4 Pg	3-1/2" x 5"	



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