



The New Jersey

Pediatrician

Advertising Information

Newsletter of the American Academy of Pediatrics/New Jersey Chapter

The New Jersey **Pediatrician**

Official publication of the New Jersey Chapter of the American Academy of Pediatrics

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Statement of Purpose

The New Jersey Pediatrician is dedicated to providing balanced, accurate and newsworthy information to New Jersey Pediatricians about current issues in pediatrics and the actions of the New Jersey Chapter, American Academy of Pediatrics. Articles and notices cover organizational, economic, political, legislative, social and other medical activities as they relate to the specialty of pediatrics. The context is structured to challenge, motivate and assist pediatricians in communication with parents, colleagues, regulatory agencies and the public.

Acceptability of Advertising

All products and/or services to be considered for advertising must be related to, effective in, or useful for the practice of medicine and more specifically the practice of pediatrics. All drugs, instruments and equipment must be approved by the Food and Drug Administration and the advertisements must conform to all federal regulations. AAP NJ does not claim any responsibility for the content of advertising and the acceptance of advertising does not in any way constitute endorsement or approval by the Chapter or the Academy of a product, service or company. AAP NJ reserves the right to reject or cancel any advertising. All advertising copy is subject to approval by the editors.

Advertising Rates 2010

CIRCULATION

The New Jersey Pediatrician is published on our Web site in full color and e-mailed to over 1,500 members four times a year. Hard copies of the publication are distributed to New Jersey legislators, the media, children's advocacy groups and at local, regional, statewide and national meetings.

DEADLINES

Fall Issue: August 1
Winter Issue: November 1
Spring Issue: February 1
Summer Issue: May 1

The NJ Pediatrician is printed on the first of the following month.

ADVERTISING RATES (Color)

Full Page (7 1/2 x 10) : \$750
Half Page: (7 1/2 x 4) \$500
1/4 Page: \$295

FREQUENCY DISCOUNT

Advertisers committing to space in four consecutive issues will receive a 15% discount.

INSERTS

Availability is limited, minimum fee is \$1,000 plus the cost of sheet. Consult the Chapter for more details.

MAILING INSTRUCTIONS

The New Jersey Pediatrician is 8 1/2 by 11 inches in size. It is published on glossy paper and generally runs 16-20 pages. Only camera ready artwork is accepted. Acceptable formats include *jpg and *tiff electronic.

E-mail electronic files to Lisa Murison, lmurison@aapnj.org. Any questions, contact Lisa Murison at 609-842-0014.