

***“Dedicated to presenting the latest clinical developments
and unbiased leading edge education on opioids.”***

Journal of Opioid Management®



Media Kit

Journal of Opioid Management®

2021 Rate Card

Peer-reviewed and indexed in PUBMED/Medline, **Journal of Opioid Management** is the only journal that deals with opioids as a class of drug. Covering basic science, research, clinical applications, pain management, abuse and compliance, the Journal is guided by an Editorial Review Board of internationally recognized experts offering physicians and all healthcare providers a forum on how to safely and responsibly prescribe opioids for the treatment of all forms of pain.



ISSN 1551-7489, ESTABLISHED: 2005

Rate Card # 17, Effective January 1, 2021

STAFF

Editor-in-Chief Emeritus: Paul A. Sloan, MD
Publisher: Richard A. DeVito, Jr., Ext. 107
Advertising Sales: Richard A. DeVito, Jr., Ext. 107

CIRCULATION

6,500 Base Edition Print, 10,800 Electronic Distribution

AUDIENCE

Anesthesiologists, oncologists, high prescribers, pain management doctors, palliative medicine doctors, pain management centers, hospices, pharmacists, hospitals, orthopedists, gerontologists, PCPs/family practice, dentists and academics.

SUBSCRIPTION RATES

	U.S.	Canada	Foreign
Individual:	\$390	\$396	\$445
Institutional:	\$542	\$561	\$601
Library:	\$619	\$621	\$628

ISSUANCE

• Bi-monthly (6 issues per year)
January/February, March/April, May/June, July/August, September/October, November/December

CONTRACTS, INSERTION ORDERS & MATERIALS

Journal of Opioid Management - Advertising
Weston Medical Publishing, LLC
470 Boston Post Road, Suite 301
Weston, MA 02493
Tel: (781) 899-2702 x 107
Email: radjr@pnpco.com

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due two days after space closing.
- All inserts due within five days of space closing.

Publication Date	Ad Space Closing	Ad Materials Deadline
January/February	01/04/21	01/06/21
March/April	03/01/21	03/03/21
May/June	05/03/21	05/05/21
July/August	07/06/21	07/08/21
September/October	09/01/21	09/03/21
November/December	11/01/21	11/03/21

BONUS DISTRIBUTION

AAPM, TBD, ASAM, TBD
2021 International Conference on Opioids
June 13-15, 2021 - Boston

ACCEPTANCE OF ADVERTISING

All advertising is subject to approval by publisher.
New copy should be sent to publisher two weeks before closing date for review. Weston Medical Publishing Standard Terms and Conditions apply.

RATES

	B&W		
	1x	3x	6x
Full Page	\$5,275	\$5,064	\$4,860
2/3 Page	\$4,536	\$4,355	\$4,180
1/2 Page	\$3,850	\$3,700	\$3,550
1/3 Page	\$2,875	\$2,760	\$2,622
1/4 Page	\$2,160	\$2,075	\$1,995

COLOR (in addition to B&W rates)

- Matched Color: \$1,295
- 4 Color: \$1,995



Journal of Opioid Management®

2021 Rate Card - Continued

PREMIUM POSITIONS

- Cover 2 or 3 125% of earned B&W rate
- Cover 4 150% of earned B&W rate
- Cover Tipon Contact Publisher for quote
- Cover Foldout 150% of earned B&W rate

EARNED RATES

Total equivalent full page units determine frequency rates.

INSERTS

Furnished inserts are billed at the black and white page rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-pages+ insert is B&W earned frequency rate per page

RIDE-ALONG INSERTS

Contact Publisher for rates.

Circulation plus 1% for setup and spoilage.

SPONSORED ISSUE: Branded (with ads)

As a reference work, the journal is available for distribution to your preferred customer or prospect list. Sponsored issue mailed with cover letter to supplied list. Contact Publisher for quote.

MECHANICAL SPECIFICATIONS

Journal Finished Trim Size: 8-3/8" w x 10-7/8" h

Page Sizes	Type Area	Bleed
Full Page	7" x 10"	8-11/16" x 11-3/16"
2/3 Page	4-1/2" x 10"	
1/2 Page Horizontal	7" x 4-7/8"	8-11/16" x 5-1/4"
1/2 Page Vertical	3-3/8" x 10"	4-1/4" x 11-3/16"
1/3 Page Horizontal	4-1/2" x 4-7/8"	
1/3 Page Vertical	2-1/2" x 10"	
1/4 Page	3-3/8" x 4-7/8"	

Includes 1/8" trim outside and bottom, and 3/16" trim top and gutter. Allow at least 3/8" safety for live matter all edges.

PRINTING PROCESS

Offset

TYPE OF BINDING

Perfect Bound

PRODUCTION REQUIREMENTS

Electronic Files: All materials must have register marks, center marks, and trim marks clearly indicated. Color ads require a Matchprint or similar. All color ads must be in PDF/X-1A (SWOP) compliant. Maximum print density 4/c is 270%.

BIND-IN INSERT REQUIREMENTS

- Multiple-leaf inserts must be furnished folded.
- Size: 8-11/16" x 11-3/16"
- Keep live matter 3/8" from trim with 1/2" high folio lip.
- Trimming: 1/8" outside and bottom, 3/16" top and gutter.
- Jogs to head.
- Stock weight: 60 lb. text minimum; 100 lb. text maximum
- Quantity: Circulation plus 3.5% for setup and spoilage
- Packing: Mark journal, issue, and quantity on the box.

INSERTS

Mark journal, issue, and quantity on the box.

Contact publisher before shipping insert materials to obtain printer shipping address and additional details.

DISPOSITION OF REPRODUCTION MATERIAL

Material will be held for one year from last insertion and then destroyed unless instructed otherwise.

Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date of scheduled insertion.

BANNER ADS – Online eJournal Edition of JOM

All production charges are net and non-commissionable

Ad Position	Rate	Dimensions
Left Page Top Small	\$2,250	250x120 px
Left Page Top Medium	\$2,750	250x250 px
Left Page Top Large	\$3,250	250x375 px
Left Page Middle Small	\$2,050	250x120 px
Left Page Middle Med.	\$2,550	250x250 px
Right Page Top Small	\$2,250	250x120 px
Right Page Top Medium	\$2,750	250x250 px
Right Page Top Large	\$3,250	250x375 px
Right Page Middle Small	\$2,250	250x120 px
Right Page Middle Med.	\$2,750	250x250 px

Rates are per quarter, Exclusive rates are 2.5x rate above
Custom programming charge may apply for Javascript, etc.

BANNER ADS – Table of Contents (TOC) Email Blast

All production charges are net and non-commissionable

Email Position	Rate	Dimensions
Left Side Top	\$1,500	728h x 90w px
Left Side Vertical	\$1,500	160h x 600w px
Large Rectangle	\$1,500	300h x 250w px

AGENCY DISCOUNT: 15%

Agency Responsibility: Payment for all advertising ordered.



Journal of Opioid Management®

Excellence in Opioid Therapies

“Opioids are the cornerstone of effective pain management and are safe when used properly. Information and education are key. That is why I read the Journal of Opioid Management.” -M. Davis, MD

“I read the Journal of Opioid Management cover to cover and keep it handy as it is the most unbiased source of information on the proper use of opioids for my patients.” Dr. E. Smith, Pain Management Specialist

“I keep the Journal of Opioid Management right next to my copy of NEJM as I believe that it offers the same level of quality articles. In a high risk field, JOM stands out!” Dr. E. Bruera, Pain and Palliative Medicine Expert

Reach doctors and other healthcare providers in a journal they trust!

Journal of Opioid Management provides the definitive compilation of leading articles dealing with basic science, clinical application, abuse, compliance and the public health aspects of opioids. Manuscripts are fully peer-reviewed and selected to provide healthcare workers with a complete authoritative reference work to be used every day.

Opioids are highly complex drugs and have genetic variability!

A must read for all healthcare providers who prescribe opioids in their practice. With the complexities of opioid pharmacology combined with the challenges of the Affordable Care Act and the epidemic of opioid abuse in America, healthcare providers need a reference work that allows them to effectively manage their patients' therapy.

Place your pharmaceutical brand or service in front of those seeking best in class in the pain field!

Journal of Opioid Management is a comprehensive authoritative reference work highlighting the best, most timely, scientifically rigorous, unbiased, leading edge information in all aspects of opioid analgesics. Place your products and services in front of discerning customers who are looking for the latest solutions to manage their patients outcomes in a timely and cost effective manner.

Contact: Journal of Opioid Management, Advertising Department, Weston Medical Publishing, LLC
470 Boston Post Road, Suite 301, Weston, MA 02493, 781-899-2702 Ext. 107, 781-899-4900(fax), radjr@pnpc.com



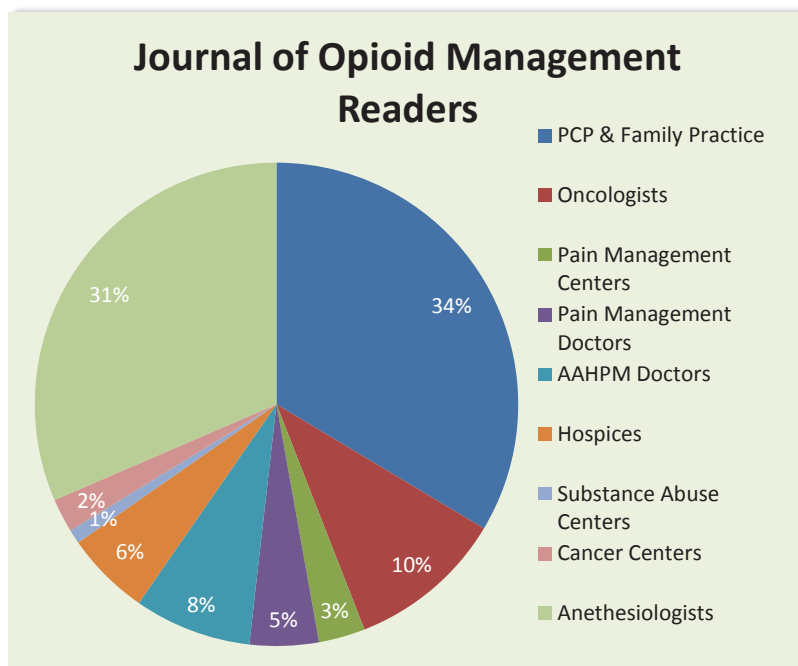
Journal of Opioid Management[®]

Excellence in Delivering Customers

“Journal advertising continues to be an effective promotional tactic and cost-efficient part of a multimedia marketing program.”

Medical Marketing & Media, April 1, 2012

According to a survey recently conducted by Doximity, nearly 75 percent of physicians change their clinical practices quarterly or monthly based on reading medical literature. The survey also found that 98 percent of physicians reported reading medical literature is important or very important to their practice.



Physicians are more likely to read the print version of new medical journals versus any type of digital version, including full digital reproductions, the publication's website as well as tablet and smart phone applications, according to the Kantar Media Sources & Interactions Study, March 2013 – Medical/Surgical Edition.

The study reveals that 89% of doctors read

the print version of current issues of medical journals, far more than the 51% reading journals digitally. Of all doctors surveyed, 99% read current issues of journals and 46% utilize two or more platforms for reading. About one in five doctors use 3 or more devices.

The **Journal of Opioid Management** is uniquely positioned as the medium to provide clinicians information they need on all formats and devices to make changes in their practice to meet the challenges of delivering higher quality care more efficiently and guiding patients toward greater participation in their own health.

“Opioids are the cornerstone of modern pain management for cancer pain and chronic non-cancer pain, our journal maintains an unbiased position on all aspects of opioids and provides critical information every clinician needs to know about opioid therapies.”

Paul A. Sloan, MD, Editor-in-Chief



Journal of Opioid Management®

Broad Market Reach

Reach prescribers for less than 30 cents each!^

No other journal utilizes sophisticated data mining algorithms to combine NPI, prescribing history, conference attendance and medical speciality to locate doctors and other healthcare providers who are actively prescribing opioids and seeking the most advance patient care available.

Do you have a target audience or prospect list you would like to reach?

If so, contact us about our “Sponsored Issue” program. For around \$10/contact **we can put a copy of *Journal of Opioid Management* along with your media assets in front of your preferred customer list. Give your customers the messaging they need to select your product along with a copy of *Journal of Opioid Management*, the leader in opioid therapies.

[^]Cost based on 6x page rate and standard 4/c color charge.

⁺⁺ Cost based on 15,000 copies minimum and includes up to a 3.3 ounce ride-along brochure. Advertising costs inside the journal are extra.

Journal of Opioid Management®	
Basic Science, Clinical Pain Management, and Compliance	
Volume 16, Number 4	JULY/AUGUST 2020
ISSN 1551-7489	
International Edition	
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“Journal of Opioid Management is the only journal dedicated to the proper and adequate use of opioids.”

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Include *Journal of Opioid Management* in your marketing and advertising plans. Reach new markets and build relationships that will yield high value customers.

Educate doctors on the proper use of your product or service!



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