



what we offer

General Editorial

POR features monthly editorial both in the magazine and the digital interactive online edition that focuses on the Physicians Office Lab (POL), EMR/EHR education and adoption, E-Prescribing as well as our Ask The Expert column.

POR also focuses on specific types of in-office testing: Hematology, Chemistry, PTR, ECG, Spirometry, A1c, FOBT, etc. Each issue features columns by industry experts who help educate physicians on how to implement these tests into their practice and more efficiently treat and manage their patients.

All editorial featured in our monthly issue of POR is also featured on the Physicians Office Resource website and is archived for easy referral for physicians. For an editorial calendar send an email to newproductseditor@physiciansofficeresource.com.

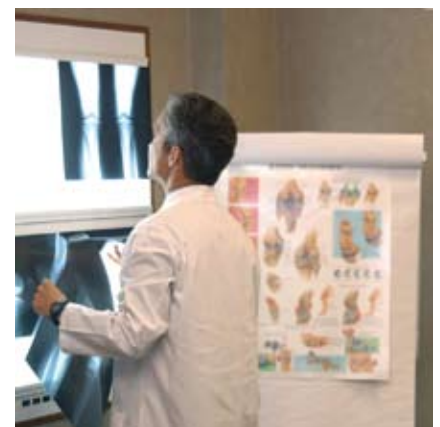
Electronic Response Card

Our unique and revolutionary Electronic Response Card (ERC) allows your customers to ask for information or set up an appointment with your sales representatives in real time. When our physician readers are interested in your product, they may either use the reader response card, tipped into each issue, or they visit the POR website where they can quickly find all the necessary information needed to make a buying decision. Once the physician reaches your product information at our website, they send their request for information or a sales call, instantly, in real time, to you and/or your sales representative(s) assigned by you for that specific geographic area for immediate response. These sales leads cannot get any hotter. These freshly qualified leads will translate to more sales for your company.



New Product Releases

We encourage you to send us all your new product releases and announcements. Our Medical Products Editor will review the material and let you know which issue the product will be included in. All of your new product releases which are approved for publication will be included in both our online edition of POR and the monthly POR magazine. Our revolutionary ERC is in play with these products as well. To participate, simply send a minimum of 30 words, but no more than 60 words of copy along with a high res PDF file of the product to newproductseditor@physiciansofficeresource.com. We'll take care of the rest.





specs and dates

Magazine Ad Specifications

Ads must be flattened, camera ready PDF files, with bleed crop marks, saved at 300 dpi, with CMYK color formatting. The PDF files may be emailed to production@physiciansofficeresource.com or can be mailed to the attention of: Production Department, at Medical Education Resources, LLC, 43 Golden Drive, Bedford, NH 03110.

Any ads with color or images that are desired to extend to the edge of the page must be at least 1/4 inch larger than the final ad size - 1/8 inch on all four sides. Please reference the guide to the left which represents ad sizes and guide lines. Additional charges will apply if our design department needs to make changes to your ad. You will be contacted if any such work needs to be done to give you a chance to submit a new file without charge.

Full Page
5.5 x 8.5

Bleed: 5.75 x 8.75
Trim: 5.5 x 8.5
Safety: 5.25 x 8.25

TWO PAGE SPREAD
Exactly Double
(2 files, side x side)

No Bleed Available

Half Page Horizontal
5 x 4
Live: 4.74 x 3.75

Half Page Vertical
2.5 x 8.5

Bleed
2.75 x 8.75

Live
2.25 x 8.25

Safety
2 x 8

No Bleed Available

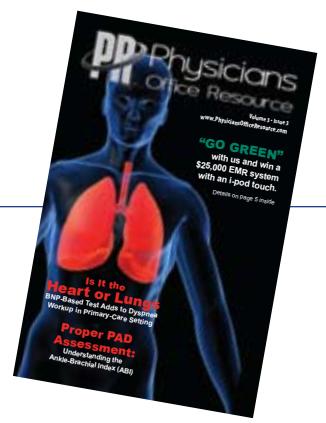
Quarter Page
4.25 x 2.5
Live: 4 x 2.25

Publishing and Closing Dates

Release Date	Closing Date	Release Date	Closing Date
January	December 5	July	June 5
February	January 5	August	July 5
March	February 5	September	August 5
April	March 5	October	September 5
May	April 5	November	October 5
June	May 5	December (Buyer's Guide Issue)	October 5

No cancellations will be accepted after the closing date.





magazine rates

Magazine Rates

All rates are net of commission, agencies add 15%
All ads are four color process and, other than those noted, offer full bleed.
For the Back Cover and all other special positioning - Contact publisher for rates and availability.

Rates:	1x	6x	12x
Two page spread	\$11,250	\$10,700	\$10,140
Full page	\$5,900	\$5,600	\$5,300
Half page	\$3,760	\$3,570	\$3,380
Quarter page	\$2,100	\$1,950	\$1,850

(Listings below include a small product image and 60 words of copy. Focus must remain on the product and may be edited by POR)
Product Focus Listing \$1,000

Special EMR/EHR Buyer's Guide August Issue - Closing July 10th, regular rates apply

6x, 12x and 24x advertising contracts are non-cancellable without express permission from publisher. If cancellation is accepted by publisher, all short rates will be billed back at 1x rate.

Mini Buyers Guide - Listing Options

Basic Listing
Company Name

No Charge

Premium Listing
Bold Company Name

Address
Website
Phone Number

\$100

Premier Listing
Company Name with
Logo (4/Color)

Address
Website in 4/C
Phone Number
Contacts

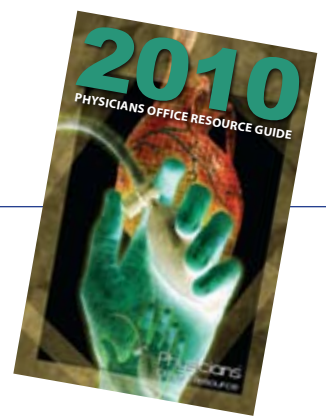
\$500

Product Placement
Company Name and
Logo (4/Color) or

Address
Website in 4/C
Phone Number
Contacts
Product image or Logo
with 60 Words of copy
Full Product Detail Page on
POR Website with access to
ERC Real time leads

\$1000





online rates and specs

Online Advertising Rates

Basic Rates	1x	6x	12x
Top Banner	\$1,500	\$1,350	\$1,200
Side Banner (Full)	\$1,250	\$1,125	\$1,000
Side Banner (Half)	\$750	\$675	\$600
Category Specific	\$1,000	\$900	\$800

Product Detail Listing Page \$500 each

Basic Sponsor (Company logo linked to a paid listing page) \$200


For other online advertising opportunities, call 603-472-9001 or email sales@physicianofficeresource.com.

(All banner ads run on a shared rotating basis with limitless impressions.)

Combo Rate

Purchase a Full Page ad in POR magazine as well as a Top Banner or Full Size Side Banner on either the Physicians Office Resource or POR Buyers Guide Websites with at least a six month commitment during any one year period and receive an additional 10% off your total advertising program.

Need **all** the pieces, without the puzzle?



IMMUNOASSAY
CHEMISTRY
HEMATOLOGY
HEMOCCULT
RAPID TEST KITS

Online Mechanical Requirements

We can support Animated GIFs, JPEG, PNG and Non-Animated GIF.

Leaderboard: 728px Wide by 90px High

Left/Right Towers: 160px Wide by 600 px High

Bottom Banner: 728px Wide by 90px High





Health Information Technology - EMR/EHR/HiE Advertising

Online Advertising Programs and Rates

All listings are for a 12 month time period.

- \$200 **Basic Listing.** This includes company name and address and phone number.
- \$500 **Web Link Listing.** This includes company name, address, phone number and active web link.
- \$1,500 **Current Sponsor Listing.** This includes company name, address, phone number, active web link, full company detail page at site with access to ERC real time sales lead system and 4 color logo link on left page in rotation with other sponsors at the EMR/EHR pages.
- \$2,500 **Preferred Sponsor Listing.** This includes company name and 4-color logo listing on the EMR pages with top placement, address, phone number, active web link, full company and product detail page at the site with access to the ERC Real-Time sales lead system and a 4-color logo link as a current months sponsor in rotation with other Preferred Sponsors.

(All banner ads run on a shared rotating basis with limitless impressions.)

Online Mechanical Requirements

(Top banner ad example represented above) Banner ads may be submitted as animated GIFs or non-animated GIFs and JPGs. All online advertisements are to be sent in RGB color at 72 dpi at the following pixels:

Top Banner Ad	467px X 60px	Wide
Side Banner (Full)	145px X 600px	Tall
Side Banner (Half)	145px X 290px	Tall
Category Specific	430px X 300px	Wide





online rates and specs

Distributors

Online Advertising Programs and Rates

All listings are for a 12 month time period.

- \$200 **Basic Listing.** This includes company name and address and phone number.
- \$500 **Web Link Listing.** This includes company name, address, phone number and active web link.
- \$1,500 **Current Sponsor Listing.** This includes company name, address, phone number, active web link, full company detail page at site with access to ERC real time sales lead system and 4 color logo link on left page in rotation with other sponsors at the distributor page.
- \$2,500 **Preferred Distributor Listing.** This includes company name and 4-color logo listing on the distributor page with top placement, address, phone number, active web link, full company detail page at site with access to ERC Real-Time sales lead system and 4-color logo link on the left page in rotation with other sponsors.
- \$5,000 **PLATINUM Preferred Distributor Listing.** This includes company name and 4-color logo listing on the distributor page with top placement, address, phone number, active web link, full company detail page at site with access to ERC Real-Time sales lead system and 4-color logo link on the left page in rotation with other sponsors. This will also include 15 product listing detail pages on the web site.

(All banner ads run on a shared rotating basis with limitless impressions.)

Online Mechanical Requirements

(Top banner ad example represented above) Banner ads may be submitted as animated GIFs or non-animated GIFs and JPGs.

All online advertisements are to be sent in RGB color at 72 dpi at the following pixels:

Top Banner Ad	467px X 60px	Wide
Side Banner (Full)	145px X 600px	Tall
Side Banner (Half)	145px X 290px	Tall
Category Specific	430px X 300px	Wide





circulation

Total Circulation

104,598 physicians offices

Total Circulation Hard Copy - 61,500

Total Circulation Online Copy - 43,098

List source CMS

Circulation Breakdown

Physicians offices by application

High and Moderate	36,632
Waived	57,721
Microscopy	3,589
Hospital ED and LAB	2,300
Community Clinics	6,600

Specialty breakdown available on request.

Circulation of Waived sites and Microscopy sites is rotated each month to keep list fresh and response more clean.

Advertising Acceptance

All products or services are subject to publisher's approval.

Publisher's Liability

Advertisers and advertising agency agree to indemnify, defend and save harmless the publisher from any and all liability for content (including text, illustration, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publishers reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. Publisher is not liable for delays in delivery and/ or non-delivery in the event of strikes, accidents, acts of God, or any condition beyond the control of the publisher affecting production or delivery in any manner. Publisher reserves right to hold advertiser and /or its agency jointly and severally liable for such monies as are due and payable to the publisher.

Terms – All rates are net rates of any commission.

A 1.5% per month finance charge will be assessed to advertisers delinquent more than 30 days from the billing date. Advertisers delinquent beyond 90 days will go into automatic collection proceedings. No further advertising will be accepted until balance is brought current. The laws governing the placement of advertising will be enforced under the laws of the State of New Hampshire.

