

“DO Marketplace” is a resource for recruiting osteopathic physicians, especially those in primary care.

Frequency

“DO Marketplace” is a monthly feature of *JAOA*—*The Journal of the American Osteopathic Association*, which is mailed the 15th of each month.

Rates and sizes

The following rates apply to black-and-white recruitment advertisements. Four-color process is available for an additional \$1,283 for ads ranging from full page to quarter page. These rates are in effect through December 2010.

full page	6¾" wide x 9⅞" deep	\$ 1,723
¾ page	6¾" wide x 6⅞" deep	\$ 1,514
½ page	6¾" wide x 4½" deep	\$ 1,308
⅓ page	3¼" wide x 5⅝" deep	\$ 979
¼ page	3¼" wide x 4½" deep	\$ 857
⅙ page	3¼" wide x 3¼" deep	\$ 771
⅙ page	3¼" wide x 2⅜" deep	\$ 693
five unit (vertical)	1⅞" wide x 5⅝" deep	\$ 579
triple unit	1⅞" wide x 3⅝" deep	\$ 397
double unit	1⅞" wide x 2⅜" deep	\$ 335
single unit	1⅞" wide x 1⅞" deep	\$ 190

Ads must conform to the sizes listed above.

Blind box

Confidential reply box numbers are available for \$15 per month.

Design

Ad design services available. Contact the AOA for pricing.

Closing date

The deadline is the first of the month preceding the month of desired publication. For example, Feb. 1 is the closing date for the March issue.

Commission and terms

Qualified agencies are entitled to 15% commissions on ad units of a quarter page or larger. Net 30 days.

Reproduction requirements

Standard web offset press (SWOP) for CMYK output. The *JAOA* prefers press-quality PDF files at 300 dpi with fonts embedded. The *JAOA* also accepts files in the following formats: QuarkXPress 8.0 and 7.3 with all fonts and images included with the files, Adobe InDesign, Adobe Illustrator EPS with type converted to outline, and Adobe Photoshop EPS. The *JAOA* prefers that digital files be provided on CD-ROMs.

Additionally, the *JAOA* accepts film. Film negatives should be right-reading, emulsion side down.

High-end digital color proofs should be provided with both digital files and film.

Space reservations

To reserve space in “DO Marketplace” or to obtain more information, contact:

- ads@osteopathic.org
- (800) 621-1773, ext. 8177
- fax (877) 908-8778

Send insertion orders, digital ads, film and proofs to:

Richard D. Sullivan
 Director of advertising and production
 American Osteopathic Association
 142 E. Ontario St.
 Chicago, IL 60611-2864

Ad approval

All “DO Marketplace” ads are subject to the approval of the AOA’s editor in chief, its publisher, and its director of advertising and production.

Online advertising

Online recruitment advertising is available through the Web site DO-Online. Go to www.do-online.org, and click on “DO Jobs” link at the top of the home page.



AMERICAN OSTEOPATHIC ASSOCIATION

TREATING OUR FAMILY AND YOURS

142 E. Ontario St., Chicago, IL 60611-2864
 (800) 621-1773, ext. 8177