



# QUADRANT HEALTHCOM INC.

## THE AMERICAN JOURNAL OF ORTHOPEDICS® 2010 CORPORATE AND JOURNAL ADVERTISING DISCOUNT & INCENTIVE PROGRAMS

Effective January 1, 2010

### Quadrant Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET Spending	Earned 2010 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

### Corporate Frequency Combination

Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split run pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved. (The highest frequency available is 144x on all journals combined.)

Order of discount calculations as applicable:

1. Corporate frequency combination
2. Journal specific continuity discount
3. Journal specific combination buy
4. Corporate discount
5. Agency discount

## The American Journal of Orthopedics® Incentive Programs

### Product Launch Program

Commit to advertise a launch product in 5 consecutive issues and receive a 25% discount on the 3rd insertion and the 6th insertion free.\* Average unit size will determine free ad unit\* (prelaunch ads do not count). Continue your launch schedule for 3 additional consecutive issues and receive 25% off the 9th insertion; and run for 3 additional consecutive issues and earn 25% off your 12th insertion.

### 3-6-9-12 Discount

Each product that advertised in 2009 qualifies for the following 4 discounts within the calendar year of January 2010 through December 2010:

- 3 insertions (same product): 25% off the 3rd insertion.

- 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
- 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, and 25% off the 9th insertion.
- 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion, and 25% off the 12th insertion.

### New Business Incentive Program

Established products that have not run in *The American Journal of Orthopedics®* during 2009 can qualify for the new business incentive program. Advertise a new product in 5 issues and receive 25% off the 3rd insertion and the 6th insertion free\*; continue and receive 25% off

the 9th insertion and 25% off the 12th insertion within the calendar year of January 2010 through December 2010. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions..

### Combination Buy

Advertise the same product in the same month in any two qualifying journals (*The American Journal of Orthopedics®*, *Clinician Reviews®*, *Emergency Medicine®*, *Federal Practitioner™*, *Neurology Reviews®*, *Pulmonary Reviews®*) and receive a 15% discount off the earned rate in each journal (B&W and color); advertise the same product in the same month in any three or more qualifying journals and receive a 20% discount off the earned rate in each journal.

\*Clients must supply materials for free insertions. Free pages count toward frequency.

For additional information, please refer to the 2010 rate card or contact Blake Rebisz at 973-206-8963. Visit us at [www.amjorthopedics.com](http://www.amjorthopedics.com).