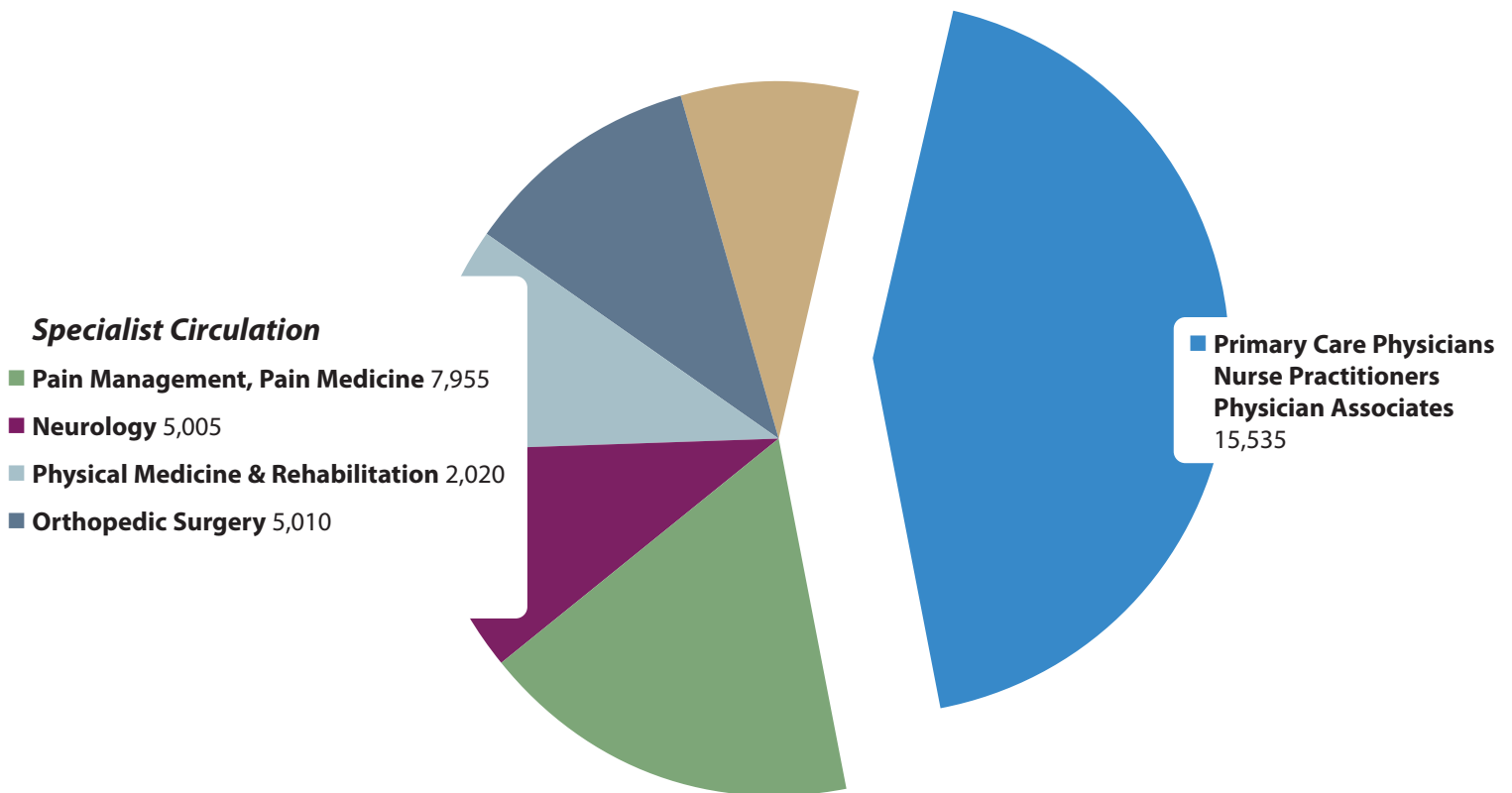


Ranked **#1** in Readership and Exposure
by far...for many years!

91% of all pain physicians practicing in the United States
read the print edition!*

See page 2 for more details.



Total Expanded PCP/NP/PA Circulation: 35,525

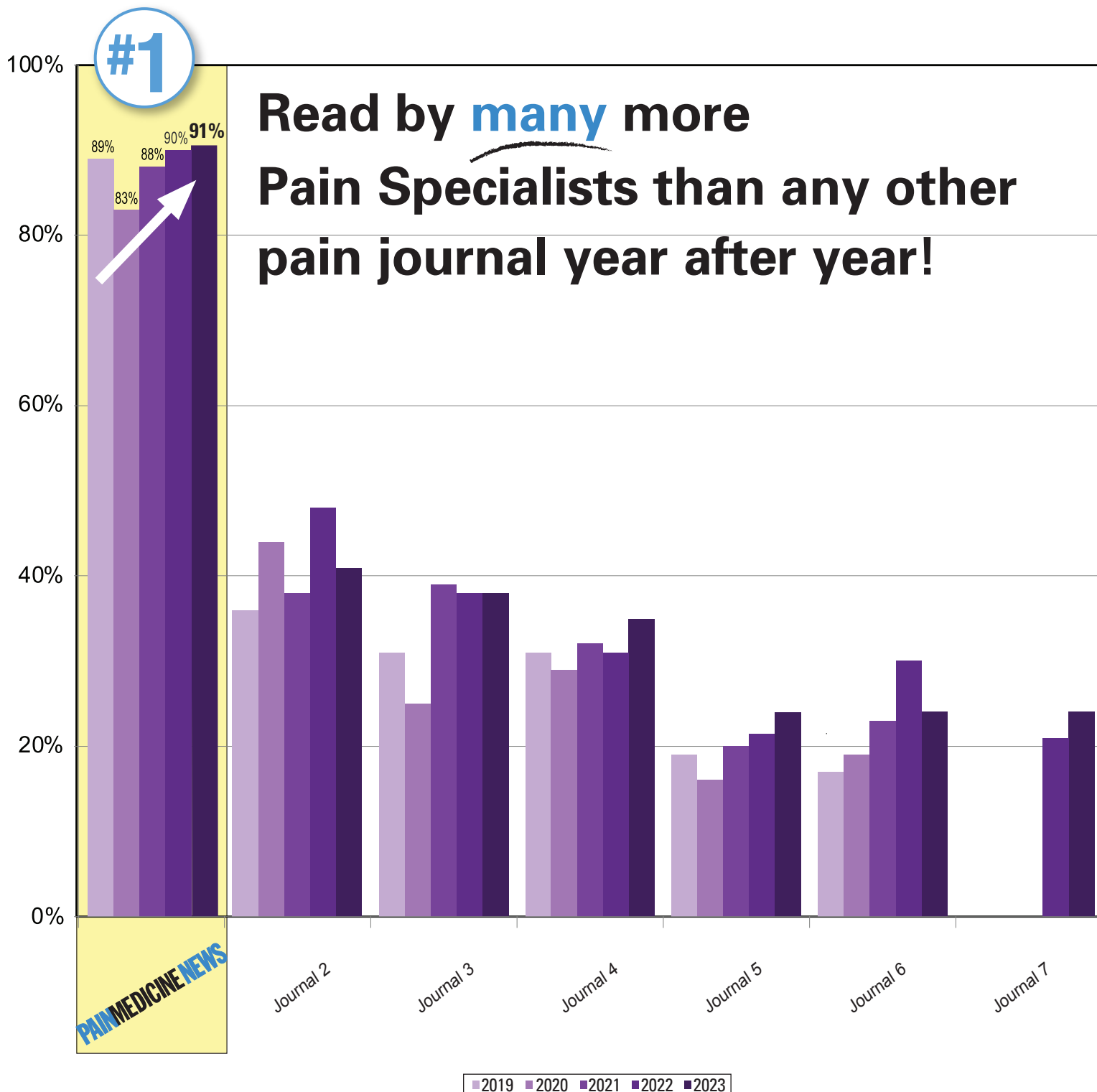
- Every Pain Medicine & Pain Management physician in the United States
- The highest prescribers of pain medication in all of the specialties listed above
- Special expanded PCP/NP/PA circulation in August

Syndicated (i.e., independent, third party, available to any subscriber) media measurement data.
An unbiased evaluation of publication readership among this important audience.

Total Readers

Leading Publications

Total Sample



NOTE: Chart only includes publications with at least 20% for Total Readers

Source: Tables 402 & 403

Total Circulation: 35,525

Pain Management and Pain Medicine (every physician in these specialties in the U.S.)	7,995
Orthopedic Surgery	5,010
Neurology	5,005
Physical Medicine and Rehabilitation	2,020
Specialist Circulation	19,990
Primary Care Physicians	7,895
Nurse Practitioners and Physician Associates	7,640
Total Expanded PCP/NP/PA Circulation	35,525

Bonus Distribution*

February

BONUS DISTRIBUTION

- **AAPM:** American Academy of Pain Medicine;
April 4-6, Austin, TX

April



FREE AD STUDY

- **ASRA:** American Society of Regional Anesthesia and Pain Medicine Spring Meeting; May 1-3, Orlando, FL
- **ASIPP:** American Society of Interventional Pain Physicians; May 15-17, Orlando, FL

June

BONUS DISTRIBUTION

- **ASPN:** American Society of Pain & Neuroscience
July 17-20, Miami Beach, FL

August

EXPANDED PCP/NP/PA CIRCULATION

5th Annual

CORPORATE PROFILES

BONUS DISTRIBUTION

- **PAINWeek:** September 2-5, Las Vegas
- **IPSIS:** International Pain & Spine Intervention Society;
September 10-13, Denver
- **IHFDA:** International Health Facility Diversion Association

October

BONUS DISTRIBUTION

- **ASA:** American Society of Anesthesiologists;
October 10-14, San Antonio, TX
- **ASPMN:** American Society of Pain Management Nurses
- **ASRA:** American Society of Regional Anesthesia and Pain Medicine Fall Meeting; November 13-15, Austin, TX

December

BONUS DISTRIBUTION

- **NANS:** North American Neuromodulation Society

* Subject to change.

Contact your representative for more information and advertising rates

Vice President, Group Publication Director
Richard Tuorto
richardt@mcmahonmed.com

Senior Account Manager
Justin Kaback
jkaback@mcmahonmed.com
203-417-2529

Classified Advertising Manager
Craig Wilson
cwilson@mcmahonmed.com
347-721-0571

Production Specifications

PAINMEDICINE NEWS

Advertising Units	Trim Sizes		Non-Bleed Sizes (Live Area: .25" all sides)		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
Standard "A" Page (Island)	7.625"	9.375"	7.125"	8.875"	7.875"	9.625"
Standard "A" Page spread	15.25	9.375	14.75	8.875	15.5	9.625
King Page (Tabloid)	10.5	13	10	12.5	10.75	13.25
King Page spread	21	13	20.5	12.5	21.25	13.25
¾ King Page (vertical)	7.625	13	7.125	12.5	7.875	13.25
¾ King Page (horizontal)	10.5	9.375	10	8.875	10.75	9.625
½ King Page (vertical)	5.25	13	4.75	12.5	5.5	13.25
½ King Page (horizontal)	10.5	6.5	10	6	10.75	6.75
¼ King Page (vertical)	5.25	6.5	4.75	6	5.5	6.75
¼ King Page (horizontal strip)	10.5	3.25	10	2.75	10.75	3.5



Belly Tips

	Trim Sizes		Live Area		Bleed Sizes	
	Width	Height	Width	Height	Width	Height
For PDFs to be printed	10.25"	6"	9.75"	5.75"	10.5"	6.25"
Supplied belly tip	10.25	6				

Paper stock: From 60# text to 100# text maximum. Additional production specifications such as wafer seals may be required if the belly tip is not a single double-sided sheet (e.g., includes a pocket, or is folded closed).

Publication Trim Size: 10.5" × 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

Inserts: King- and journal-size accepted. Tabloid-size inserts: Allow 1/8" head trim. Any excess will trim from face and foot. Smaller inserts, such as journal- or island-size, should be delivered with clean trim. The exception to this is a 1/8" head trim for inserts (4, 8 or 16 pages) that might be bound in the center spread, or for inserts provided with a binding flap; these should also include a 1/8" head trim. For all inserts, to allow for tipping, no live text should appear within 5/8" of the gutter.

Insert and Belly Tip Quantity: 26,000 or 48,000

Paper stock: From 60# text to 100# text maximum.

PRODUCTION REQUIREMENTS

Acceptable ad formats:

Adobe Acrobat PDF/X-1a; 300 PPI. No spot colors or RGB. Embed all fonts and artwork. Free system or composite fonts must be outlined. Submit all ads at the bleed size; crop marks must be included to indicate the trim size and be positioned outside of the bleed area.

Ad Reproduction Guarantee:

All McMahon publications are printed to SWOP standards. Clients with color concerns, provide a ruled color press proof. Ads provided with spot colors or RGB images will automatically be converted to CMYK.

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Production Materials:

Attn: Ron Redfern
545 West 45th St., 8th Fl.
New York, NY 10036
Tel: 973-219-9158
redfern@mcmahonmed.com

Inserts supplied:

EP Graphics
Attn: Tequila Wagner
168 S Brown Street
Berne, IN 46711
Phone: (260) 589-2145

Receivables:

McMahon Publishing
545 West 45th Street, 8th Floor
New York, NY 10036
Attn: Mariella Sindoni
Tel: 212-957-5300 ext. 909
Fax: 866-515-8845
msindoni@mcmahonmed.com

Staff and Contact Information

Vice President, Group Publication Director

Richard Tuorto
richardt@mcmahonmed.com

Senior Account Manager

Justin Kaback, 203-417-2529
jkaback@mcmahonmed.com

Classified Advertising Manager

Craig Wilson, 347-721-0571
cwilson@mcmahonmed.com

Vice President, Medical Education

Joe Malichio
jmalichio@mcmahonmed.com

Editor, Editorial Director

Donald M. Pizzi
donaldp@mcmahonmed.com

Senior Editor

Kenneth Walter
kwalter@mcmahonmed.com

Creative Director

Michele McMahon Velle

Senior Art Director

Jeanette Mooney

Production Manager

Ron Redfern, 973-219-9158
redfern@mcmahonmed.com

Circulation

Rob Sinclair
circulation@mcmahonmed.com

Advertising, Editorial, Finance and Production Offices

545 West 45th Street, 8th Floor
New York, NY 10036
Tel: 212-957-5300

Co-founders

Ray and Rosanne McMahon

#1 Ranked #1 by far...for years...in Readership and Exposure

Circulation

Pain Management and Pain Medicine (every physician in these specialties in the U.S.)	7,955
Orthopedic Surgery	5,010
Neurology	5,005
Physical Medicine and Rehabilitation	2,020
Specialist Circulation	19,990
Primary Care (Family Practice, Internal Medicine)	7,895
Nurse Practitioners and Physician Associates	7,640
Total Expanded PCP/NP/PA Circulation	35,525

Bonus Conference Distribution*

FEBRUARY

AAPM: American Academy of Pain Medicine

APRIL

ASRA: American Society of Regional Anesthesia and Pain Medicine Spring Meeting

ASIPP: American Society of Interventional Pain Physicians

JUNE

ASPN: American Society of Pain & Neuroscience

AUGUST

PAINWeek

IPSIS: International Pain & Spine Intervention Society

IHFDA: International Health Facility Diversion Association

OCTOBER

ASA: American Society of Anesthesiologists

ASPMN: American Society for Pain Management Nursing

ASRA: American Society of Regional Anesthesia and Pain Medicine Fall Meeting

DECEMBER

NANS: North American Neuromodulation Society

* Subject to change

Sample Ad Sizes

½ Horizontal

⅓ Horizontal

½ Vertical

¼ Vertical

Ad Unit Dimensions

Ad Unit	Trim Size	
	Width	Height
King page (Tabloid)	9.667"	11.5"
½ King page (horizontal)	9.667	5.667
½ King page (vertical)	4.75	11.5
¼ King page (vertical)	4.75	5.667
⅓ King page (horizontal)	4.75	2.75

Format: Tabloid size

Publication Trim Size: 10.5" × 13"

Printing Process: Web offset

Type of Binding: Saddle-stapled

DEADLINES

Space Reservation: 1st of prior month

Materials Due: 10th of prior month

Issuance Date: 15th of each month

Ad Placement/Ad Materials

Craig Wilson, Classified Advertising Manager
McMahon Publishing
545 West 45th Street, 8th floor
New York, NY 10036
347-721-0571
cwilson@mcmahonmed.com

Material Requirements:

Acceptable ad formats: Adobe Acrobat PDF files: Basic Distiller settings; no OPI; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines

Text-only ads may be submitted via Microsoft Word document.

Acceptable software: Acrobat Distiller (PDF files) 4.x and 5.0 (recommended)

PAINMEDICINENEWS.COM

THE INDEPENDENT NEWSPAPER FOR MANAGING PAIN

Website

Unit
970 × 250
300 × 600
970 × 90
728 × 90
320 × 50
300 × 250

e-Newsletter

Unit
728 × 90
300 × 250

Focus On e-Newsletter

Units
728 × 90 + 300 × 250

Focus On e-Newsletters provide a highly targeted environment to be the only advertiser in an e-mail with editorial headlines focusing on a specific patient type, disease state, treatment, procedure, etc.

Video

In-Stream

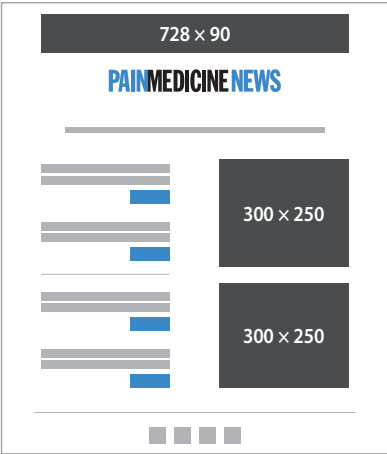
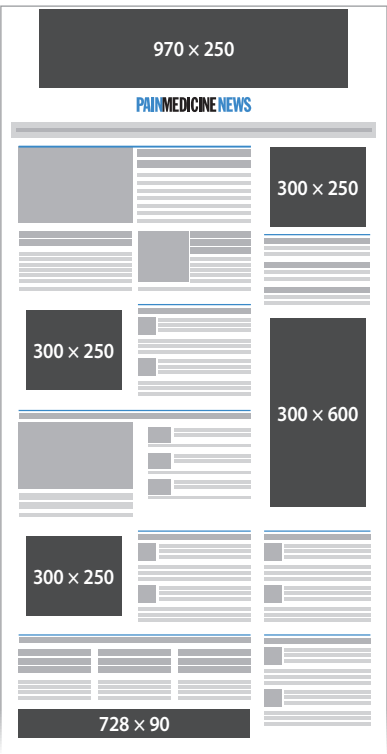
Unit
15 - 60 seconds

Sponsored

Units
61 seconds, up to several minutes + 300 × 250

Overlay Banner

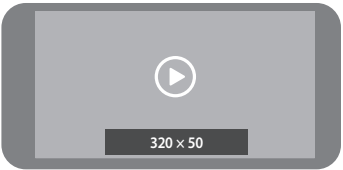
Unit
728 × 90
320 × 50



6,020
Opt-in recipients

53%
Unique open rate

Data supplied by Robly.



Digital Ad Specifications

Website					
Desktop					
Dimensions	970 × 250	970 × 90	728 × 90*	300 × 250	300 × 600
Name	Billboard	Super Leaderboard	Leaderboard	Medium Rectangle	Half Page
Initial File Size	50k	50k	50k	50k	50k
Polite File Size	100k	100k	100k	100k	100k
Rich Media	Yes	Yes	Yes	Yes	Yes
Third Party	Yes	Yes	Yes	Yes	Yes
Expandable (user initiated)	-	2× (970 × 180)	2× (728 × 180)	2× (600 × 250)	2× (600 × 600)
Expandable Direction	-	Down	Down	Right or Left	Left
Static Image	jpg/gif	jpg/gif	jpg/gif	jpg/gif	jpg/gif
HTML 5	Yes	Yes	Yes	Yes	Yes
Frame Rate	24	24	24	24	24
Border	1px	1px	1px	1px	1px
Animation/Looping	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Z-Index	1,000,000	1,000,000	2,000,000	3,000,000	3,000,000
Mobile					
Dimensions	320 × 50*	300 × 250	300 × 600		
Name	Mobile Leaderboard	Medium Rectangle	Half Page		
File Size	30k	30k	30k		
Rich Media	Yes	Yes	Yes		
Third Party	Yes	Yes	Yes		
Static Image	jpg/gif	jpg/gif	jpg/gif		
HTML 5	Yes	Yes	Yes		
Border	1px	1px	1px		
Animation/Looping	Yes	Yes	Yes		
e-Newsletter					
Dimensions	728 × 90	300 × 250	300 × 600		
Name	Leaderboard	Medium Rectangle	Half Page		
File Size	40k	40k	40k		
Rich Media	No	No	No		
Pixel Tracker	Yes	Yes	Yes		
Static Image	jpg/gif	jpg/gif	jpg/gif		
HTML 5	No	No	No		
Border	1px	1px	1px		
Animation/Looping	Yes	Yes	Yes		

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels.

All audio must be user initiated (via click).

Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

*If you reserve a Leaderboard (728×90), you must also provide a Mobile Leaderboard (320×50) file to appear on mobile devices.

Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1×1 and click tracker.

Advertorial Spotlight:

Title: 50 characters including spaces

Description: 400 characters including spaces

Photo/Logo: 100×100 (maximum size)

Please submit digital ad materials to digitalads@mcmahonmed.com

In the submission email, include the name of the website and the month in which the ad is scheduled to run.