



Now the companion publication to PracticeLink.com, *Unique Opportunities Powered by PracticeLink®*, delivers your Employer PROfile™ or display ad to 80,000 targeted physicians, quarterly.

“This advertising works! I’ve already received three promising responses from physicians in the specialties listed in my recent UO ad. Our ad looks great and I’m very pleased with our placement in the magazine. We really appreciate PracticeLink and UO together facilitating our recruitment process.”

Sharon Beaty
Mid-State Health Center

Are you interested in increasing physician awareness of your online job listings? Are you trying to reach those physicians who search outside of the Web? PracticeLink’s new family member, *Unique Opportunities (UO)* magazine, has the publishing power and creative expertise to bring you to life on the printed page. UO magazine has been a non-clinical, career development resource for physicians for over 18 years. This quarterly publication is currently distributed to more than 80,000 targeted physicians, including ALL residents and fellows in their last two years of training, 5,000+ program directors, and select practicing physicians.

PRO inPrint™ Employer PROfile – With a descriptive, colorful and customized half page “Employer PROfile” dedicated to your organization and surrounding community, physicians will become familiar with what you have to offer. *Unique Opportunities Powered by PracticeLink* will deliver your Employer PROfile to 80,000 physicians at a fraction of the cost of traditional direct mail. Best of all, in the pages of this publication, physicians can find you while on a plane, during their lunch break or wherever they happen to be.

◀ SPECS

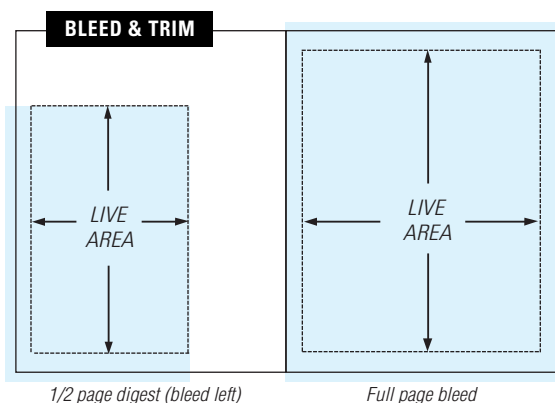




DIMENSIONS (Measurements are in inches, width X height.)

	REGULAR	BLEED*
Full page	7 1/8 x 9 7/8	8 3/8 x 11 3/8
Two-page Spread	15 1/4 x 9 7/8	16 3/4 x 11 3/8
2/3 page	4 5/8 x 9 7/8	5 3/8 x 11 3/8
1/2 page Horizontal	7 1/8 x 4 7/8	8 3/8 x 5 5/8
Vertical	3 1/2 x 9 7/8	4 1/4 x 11 3/8
Digest	4 5/8 x 7 1/2	5 3/8 x 8 1/4
1/3 page Vertical	2 1/4 x 9 7/8	
Square	4 5/8 x 4 3/4	

*Bleed —keep live matter inside “regular” dimensions. (no charge.)



NOTE: Keep text in LIVE area (1/2" from trim)
 For LIVE area dimensions refer to the REGULAR ad size
 No additional charge for bleed

Mechanical & Digital Requirements

TRIM SIZE

8.125" x 10.875"

MATERIAL REQUIRED

DIGITAL FILES:

High resolution PDF files with fonts embedded, preferably saved as CMYK.

EPS or JPEG files also are acceptable. If you prefer another digital format, please call for details.

PRINTING PROCESS

Web offset, four-color process, perfect bound

SUPPLIED MATERIAL

Will be returned by request; otherwise, will be held for one year and destroyed

PRODUCTION CHARGES

Client-requested changes after close and special production circumstances also will be billed.

CONTRACT & COPY

- Advertising must be inserted within one year of the first insertion to earn a Frequency Discount. Advertising schedules composed of mixed space units are entitled to Frequency Discounts. An advertiser who does not complete a committed schedule will be subject to short rate.
- Advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertiser agrees to indemnify, defend, and save harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter, or libelous statement, in connection with advertising purchased according to the terms of this rate card.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, or contract at any time.
- Publisher reserves the right to exclude any advertisement that, in the publisher's opinion, does not conform to the publication's standards.
- Publisher shall not be liable for errors made in reader service numbers, or for costs and damages if for any reason publisher fails to publish an advertisement.
- Production charges incurred on behalf of an advertiser or its agency in preparation of advertising materials will be billed at net cost.
- Publisher shall have the right to hold the advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher for advertising ordered and published.
- Contracts and orders for insertions are due by the closing date of the issue, and cannot be canceled after that date.

For more information, call 800.776.8383, x255, or visit www.practicelinkpro.com