

Inside Medical Liability

WWW.PIAA.US

Official Magazine of the Medical and Healthcare Professional Liability Community

Information for Advertisers

- *Inside Medical Liability* is the flagship magazine of PIAA. The magazine is distributed to a select nationwide readership of more than 2,000 leaders in the medical and healthcare professional liability insurance industry. Senior managers of claims, finance, underwriting, marketing, risk management and patient safety, IT, human resources, and many others rely on *Inside Medical Liability* as a prime source of information for making key purchasing decisions.
- *Inside Medical Liability* is the **leading industry-wide authoritative source** of information on medical and healthcare professional liability insurance issues, public policy, technology, research, and trends. PIAA member companies turn to *Inside Medical Liability* for information they can trust.
- Readers of *Inside Medical Liability* are active PIAA members, widely recognized as the leaders in management for their industry. In a recent survey, readers said that they relied on *Inside Medical Liability* for comprehensive coverage of the key developments in the industry.
- The only choice for reaching your target market efficiently and effectively: *Inside Medical Liability*.
- Questions? Please contact:

Advertising

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Editorial

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Inside Medical Liability **Publishing Schedule and Rates**

PUBLISHING SCHEDULE

Inside Medical Liability is published quarterly and is distributed on or about the following dates:

- First quarter – February 24
- Second quarter – May 19
- Third quarter – August 25
- Fourth quarter – November 10

INSERTION ORDERS

Space reservations are due six weeks preceding the issue date. See attached insertion form for full instructions.

ADVERTISING MATERIALS

All advertising materials are due three weeks prior to the issue date. Publisher assumes that materials supplied for first insertion order will be picked up for use in subsequent issues, unless publisher is informed about submission of new materials six weeks prior to publication of the next issue.

PAYMENT

All payments for advertisements are due within 15 days of receipt of invoice.

MECHANICAL REQUIREMENTS

Full (bleed):	8.5"w x 11", plus 1/8" all side
Full (no bleed):	7"w x 9.75"
2/3 vertical:	w 4.618" x h 9.75"
1/2 horizontal:	w 7" x h 4.722"
1/2 vertical:	w 3.437" x h 9.75"
1/3 square:	w 4.618" x h 4.722"
1/3 vertical:	w 2.234" x h 9.75"
1/4:	w 3.417" x h 4.722"
1/6 vertical:	w 2.234" x h 4.722"

PRINTING SPECIFICATIONS

Printing:	Offset
Binding:	Saddle-stitched
Line Screen:	133 - 150
Four Color:	Color proof supplied, if requested, at the expense of the advertiser.

FILE FORMATS ACCEPTED

Preferred file format is high-resolution PDF print file. Other acceptable file formats include: Photoshop EPS, Illustrator EPS (font files must be sent separately, unless changed to outline within file), or Quark native program, with all graphic files and fonts. Ads must be submitted at a minimum of 300 dpi at same full size to be printed. All color ads to be set for four-color process—CMYK. Do not submit ads produced in Microsoft Word, or other word processing programs. Current, full size color proof should be submitted with ad file, or if emailing, sent separately via U.S. mail. Please submit all advertisements via e-mail to Eric Anderson at eanderson@paa.us or on CD-Rom via U.S. mail to: PIAA, Attn: Communications Department, 2275 Research Blvd., Suite 250, Rockville, MD 20850. Files may be zipped or stuffed if desired. For questions, please call Eric Anderson 301.947.9000, ext. 212.

Inside Medical Liability **Advertising Guidelines**

- 1) Advertising shall be accepted only for products or services that have potential direct benefit for PIAA members and do not violate the Association's policies, including antitrust. Advertisers and their advertising agencies are liable for the content of all advertising material appearing in the magazine, and assume responsibility for any related claims arising against ***Inside Medical Liability***.
- 2)
 - a) **For Regular/Industry Associate/International Members** – Advertising for these organizations is restricted to products and services that are NOT primary insurance products. Examples of qualifying products and services include risk management products and services and IT products or services. The eligibility of products or services offered by a subsidiary or affiliate of a regular member will be made on a case-by-case basis.
 - b) **For Affiliate Partners** – Advertising from these members is generally accepted, subject to the approval of PIAA.
 - c) **For Non-members** – Non-members are prohibited from advertising primary insurance products or services that compete with those offered by PIAA's insurer members. In general, PIAA also does not accept advertising from non-member companies for products or services that compete with those offered by PIAA itself, such as risk management and other relevant educational services or workshop events.
- 3) Publisher reserves the right to insert the word "advertisement" on any insertion that may possibly be construed as editorial. PIAA will not accept any advertisement that advocates any position adverse to the official positions of the Association.
- 4) Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.
- 5) Advertisers will be informed of any required rate changes a minimum of one issue in advance of the effective change date.
- 6) Publisher will inform advertiser if proposed ad materials violate any of the rules listed above at least one week prior to publication of each quarterly issue.

11/21/16

Inside Medical Liability 2017 Advertising Deadlines ¹

Quarter	Ad Space Reservation Deadline	Artwork Submission Deadline	Target Delivery Date ¹
First	January 13, 2017	February 3, 2017	February 24, 2017
Second ²	March 10, 2017	March 31, 2017	April 28, 2017 (Ship date to 2017 Medical Liability Conference in Colorado; magazine mails on 5/19/17.)
Third	July 14, 2017	August 4, 2017	August 25, 2017
Fourth	September 29, 2017	October 20, 2017	November 10, 2017

¹ Advertising deadlines and target delivery date are subject to change. PIAA is not responsible for any negative effects resulting from a change in the magazine delivery date.

² In addition to being mailed to all PIAA members, the second quarter issue of *Inside Medical Liability* will be distributed at the 2017 Medical Liability Conference in Colorado Springs, Colorado. The advertising deadlines for this issue have been moved up by four weeks to accommodate the time required for shipping to the meeting site.

**Inside Medical Liability
Advertising Rates**

Four-Color Advertisement				
	1X	2X	3X	4X
Center Spread	\$ 4,380	\$ 4,075	\$ 3,780	\$ 3,520
Spread	\$ 4,170	\$ 4,000	\$ 3,720	\$ 3,455
Cover 2, 3, or 4	\$ 3,780	\$ 3,520	\$ 3,255	\$ 3,025
Full Page	\$ 2,870	\$ 2,590	\$ 2,470	\$ 2,280
2/3 Page	\$ 2,280	\$ 2,125	\$ 1,960	\$ 1,810
1/2 Page	\$ 1,900	\$ 1,770	\$ 1,640	\$ 1,540
1/3 Page	\$ 1,515	\$ 1,420	\$ 1,315	\$ 1,220
1/4 Page	\$ 1,375	\$ 1,300	\$ 1,200	\$ 1,110
1/6 Page	\$ 1,250	\$ 1,150	\$ 1,050	\$ 980
Black and White Advertisement				
	1X	2X	3X	4X
Center Spread	\$ 3,480	\$ 3,250	\$ 3,020	\$ 2,810
Spread	\$ 3,190	\$ 2,960	\$ 2,770	\$ 2,570
Cover 2, 3, or 4	\$ 2,870	\$ 2,680	\$ 2,510	\$ 2,280
Full Page	\$ 2,580	\$ 2,400	\$ 2,240	\$ 2,070
2/3 Page	\$ 1,970	\$ 1,840	\$ 1,720	\$ 1,600
1/2 Page	\$ 1,670	\$ 1,550	\$ 1,450	\$ 1,350
1/3 Page	\$ 1,365	\$ 1,275	\$ 1,180	\$ 1,110
1/4 Page	\$ 1,250	\$ 1,155	\$ 1,075	\$ 1,000
1/6 Page	\$ 1,110	\$ 1,020	\$ 945	\$ 870

Note:

- Prices listed for all ad sizes are *per insertion*.
- For guaranteed position, please add 25%.
- Rates are not subject to agency commission or discount.
- Inserts or cards, please contact Eric Anderson.

Inside Medical Liability Insertion Order Form

Please complete the following form and return it to the PIAA Communications Department (attention Eric Anderson) by fax at 301.947.9090 or by e-mail at eanderson@piai.us. You can also mail the form to: PIAA Communications Department, 2275 Research Blvd., Suite 250, Rockville, MD 20850.

Advertiser Information

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Country/Region: _____

Phone: _____ Fax: _____

E-mail address: _____

Advertisement Specifications

Issue Start Date: _____

Color: Black and White Four Color

Size: Center Spread Spread Cover 2, 3, or 4

Full Page 2/3 Page 1/2 Page

1/3 Page 1/4 Page 1/6 Page

Insertions: 1X 2X 3X 4X

Artwork: New Pickup (please provide issue date: _____)

Payment Information

Method: Check Enclosed Credit Card Bill Me Later

Credit Card Type: Amex Visa Mastercard

Total Submitted: _____

Name on Credit Card: _____

Credit Card Number: _____

Expiration Date: _____

Signature: _____

Inside Medical Liability 2017 Editorial Calendar*

	<u>Ad Space Reservation Deadline</u>	<u>Artwork Submission Deadline</u>	<u>Article Submission Deadline</u>
First Quarter <ul style="list-style-type: none"> • Claims Experience • Coverage of Employed Physicians • Risk Management • Patient Safety • Agent/Broker Services 	January 13, 2017	February 3, 2017	December 16, 2016
Second Quarter <i>(Medical Liability Conference Issue)</i> <ul style="list-style-type: none"> • New Investment Vehicles • Loss Reserves • MPL Industry Financial Update • Market Cycles • Defense Strategies • Structured Settlements 	March 3, 2017	March 24, 2017	February 10, 2017
Third Quarter <ul style="list-style-type: none"> • Pricing Models • Fixed-Income Investments • Risk Simulation • Trends in Claims Handling • International MPL/Risk Issues 	July 14, 2017	August 4, 2017	June 9, 2017
Fourth Quarter <ul style="list-style-type: none"> • Reinsurance • Software/Hardware Solutions • Alternative Markets • Litigation Management • Risk Transfer Strategies • Working with Auditors and Regulators 	September 29, 2017	October 20, 2017	September 8, 2017

ALSO...in every issue:

- Case and Comment. *Defense attorneys analyze emerging trends in defending MPL cases.*
- Toolkit. *Technology experts point out what's newest and most valuable for the MPL sector.*
- Data Sharing Project. *An update on findings from PIAA's claims database.*
- Legislative Update. *Insight on federal legislative activity and its impact on MPL.*

*Quarterly issue content subject to change.

11/21/16