

Find Out What 6,000 Georgia Doctors Have In Common

Journal

Of The Medical Association Of Georgia

Demographics

Physician Demographics

Male	89.3%
Female	10.7%
Median age members	48.0%
Married	86.4%
Single, never married	5.9%
Separated/widowed/divorced	6.2%

Average direct patient care hours per week

(all physicians) 48.4 hours

Average professional expenses of self-employed physicians

Non-medical staff	38%
Office	24%
Medical supplies	9%
Medical equipment	5%
Liability insurance	8%
Other	16%
Average total expenses	\$182,200

Average by specialty

(after expenses, before taxes)

General Family Practice	\$116,800
Psychiatry	\$131,300
Pediatrics	\$135,400
Internal Medicine	\$180,800
Pathology	\$197,300
Anesthesiology	\$224,100
Obstetrics/Gynecology	\$221,900
Radiology	\$259,800
Surgery	\$262,700
Average, all physicians	\$189,300

Mean expenditures on medical equipment per self-employed physician

\$16,600

Net worth

\$300,000+	68.2%
\$750,000+	28%
\$500,000+	49.7%
\$1,000,000+	18.7%
Median net worth	\$495,000

Members By Specialty

SPECIALTY	%GEORGIA	%ATLANTA ONLY
Anesthesiology	5.7	6.6
Cardiovascular	3.7	4.6
Dermatology	1.8	2.2
General & Family Practice	11.9	5.2
General Surgery	7.8	6.0
Internal Medicine	14.2	15.1
Neurology	3.2	3.4
OB/Gynecology	10.1	10.5
Orthopedic	6.0	6.7
Pediatrics	5.8	5.5
Plastic Surgery	1.4	1.8
Psychiatry	4.3	5.2
Radiology	5.9	5.2
Urology	2.7	2.7
Others	15.5	18.8

Sources: Medical Association of Georgia
Socioeconomic Characteristics of Medical Practice,
(American Medical Association)

The Journal of the Medical Association of Georgia is published by Plus One Media, 2152 Tanglewood Road, Decatur, GA 30033
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Check issues for insertion
 Issue One
 Issue Two
 Issue Three
 Issue Four
 RATE _____
 DATE _____

Journal Ad Rates (per issue)

Size	1x	4x
Full Page (B/W)	\$1250	\$1180
Full Page (Color)	\$1825	\$1705
2/3 Page (B/W)	\$1075	\$1020
2/3 Page (Color)	\$1650	\$1595
1/2 Page (B/W)	\$900	\$855
1/2 Page (Color)	\$1475	\$1430
1/4 Page (B/W)	\$750	\$715
1/4 Page (Color)	\$1325	\$1290

Covers (include 4-color per issue)

Inside Front	\$2250	\$2135
Inside Back	\$2250	\$2135
Back	\$2750	\$2615

Editorial Column (must include 4 x advertising commitment)

One page column plus full page 4 x:	\$2500 per issue
Two page column plus full page 4 x:	\$2750 per issue

Rates listed are net.

Deadlines:

Issue	Space Deadline	Camera Ready Ads
Issue One	January 15	February 21
Issue Two	May 15	June 1
Issue Three	August 15	September 1
Issue Four	November 15	December 1

Classified Ad Rates

Members: \$75 for the first 25 words, \$.25 each additional word
 Non-members: \$150 for the first 25 words, \$.50 each additional word

*Classified ads are run on a prepaid basis only.
 Send check with ads made payable to:
 Journal of the Medical Association of Georgia*

Specifications

Ad Size	Width	Depth
Full Page	7 1/2"	10"
1/2 Page (H)	7 1/2"	4 7/8"
1/4 Page (H)	3 3/4"	5"

Printing: Offset on publication grade enamel, 133-line screen
 Trim Size: 8 1/4" x 10 7/8"

Production Requirements:

We accept and prefer artwork/ads via email. We expect a high resolution, press optimized pdf with fonts and graphics embedded. Email to: plusone@plusonemedia.com. Please call 404-325-0558 if you need assistance.

Production charges: No charges to direct advertisers for straightforward ad composition, but complicated typesetting or artwork will be charged. Artwork or illustrations charged at \$75 per hour, half-hour minimum. Please call 404-325-0558 if you need assistance.

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 Phone: (404) 325-0558
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JOURNAL OF THE MEDICAL ASSOCIATION OF GEORGIA

This Agreement is made and entered into by and between the Medical Association of Georgia and any of its subsidiaries and affiliates, now formed and/or formed at any future time, collectively as party of the first part (hereinafter referred to as "MAG") and _____ and its subsidiaries and affiliates, now formed and/or formed at any future time, collectively as party of the second part (hereinafter referred to as "Advertiser").

TERMS and CONDITIONS

1. Advertisements: The "Advertising Contract" of the Journal of the Medical Association of Georgia is expressly incorporated into this Agreement and is binding on the parties to this Agreement. Advertisements in the Journal of the Medical Association of Georgia for insurance products and/or services that are not exclusively endorsed by MAG are prohibited.

Advertisements in the Journal of the Medical Association of Georgia by vendors of insurance products and/or services that are not exclusively endorsed by MAG shall be for non-insurance products and/or services only and shall explicitly state such advertisements are for non-insurance products and/or services only. Said advertisements shall not include any reference to or material for insurance products and/or services except the vendor's legal corporate name and shall not include any reference to or contact information for a representative of such vendor that is a licensed property/casualty insurance agent.

For purposes of this Agreement, the term "vendors of insurance products and/or services" shall mean and include insurance companies, insurance agencies, agents and subagents, brokers, surplus line brokers, consultants, insurance exchanges and syndicates, risk retention and purchasing groups, qualified self-insurers and/or any other person or entity by or through which "insurance products and/or services" are provided, obtained, offered or sold. "Vendor of insurance products and/or services" shall not include a person or entity whose primary business is "non-insurance products and/or services" and that has an affiliated person or entity that offers insurance products and/or services. "Insurance services" shall mean and include the transaction of the business of insurance, the solicitation, marketing, advertising or rendering of opinions with respect to insurance, and any other services related to the business of insurance with respect to the provision of which a person must be licensed, registered or authorized by any state or federal insurance regulatory authorities.

For purposes of this Agreement, the term "non-insurance products and/or services" shall mean and include, financial consulting, asset planning and management, practice management consulting and publications, transcription, and central billing and collection, and other non-insurance products and services developed to meet the needs of the medical community.

2. Termination: Notwithstanding any terms to the contrary contained in the "Advertising Contract", in the event of a material breach of the terms of this "Advertising Contract" Addendum by Advertiser, MAG may terminate this Agreement immediately without liability and Advertiser's advertisements will cease to be published in the Journal of the Medical Association of Georgia. In the event of termination, Advertiser shall remain liable for any amounts due under the "Advertising Contract" and such obligation to pay shall survive any termination of this agreement.

3. Assignment: This Agreement shall not be assigned by either party without the prior written consent of the other party. Any purported assignment without such consent shall be null and void.

4. Relationship: The parties hereto agree that during the term of this Agreement, they shall at all times be considered independent contractors with respect to each other. The parties agree for purposes of publishing the Journal of the Medical Association of Georgia, Plus One Media is an agent of the Medical Association of Georgia. The parties further agree that this Agreement is not intended to create any benefit or right of enforceability for or on behalf of any person other than the parties hereto.

5. Severability: If any provision of this Agreement or its application shall be contrary to law or public policy, the remaining provisions of this Agreement shall continue in full force and effect.

6. Governing Law: This Agreement shall be governed by and construed in accordance with the laws of the State of Georgia.

7. Venue: The parties agree for purposes of venue this Agreement was entered in Cobb County, Georgia, and for any suit arising from this Agreement, for enforcement and/or damages for breach or violation hereof, venue shall be in the proper courts of Cobb County Georgia only, to the exclusion of all other courts in any other venue.

8. Interest on Delinquency: Any monies owed in excess of thirty (30) days may be deemed to be delinquent by the Medical Association of Georgia. Interest at the rate of one percent (1%) per month may be applied on any amounts deemed to be delinquent by the Medical Association of Georgia under this Agreement and/or the "Advertising Contract".

9. Miscellaneous: The waiver of any breach or default of this Agreement shall not constitute a waiver of any subsequent breach or default, and shall not act to amend or negate the rights of the waiving party. This Agreement may be amended only by a writing executed by a duly authorized representative of each party. Advertiser agrees that in the event MAG shall retain legal counsel to enforce its rights under this Agreement, MAG shall be entitled to recover from Advertiser in addition to any other sums due, the reasonable attorney fees and interest on monies owed.

Medical Association of Georgia

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