



Publishing since 1991, **Unique Opportunities® [UO]** is a niche publication dedicated solely to helping physicians find their first, or next practice opportunity.

UO provides feature articles and departments on topics relating to business and life management aspects of a physician's career—the subjects they weren't taught in medical school.

UO magazine offers a multi-faceted Web site, www.uoworks.com, where physicians can learn about opportunities nationwide and link to their Web sites, browse archived articles, and browse through the pages of our online e-Edition.

Circulation - **80,000** targeted physicians

24,325 Residents and fellows graduating in 2011

27,084 Residents and fellows graduating in 2010

U. S. TRAINED

+ **3,000 Practicing physicians in career transition**

HOME ADDRESSES, Under age 49, (*Physicians who have checked "willing to relocate" on the PDR survey.*)

+ **22,591 Practicing physicians under the age of 49**

U. S. TRAINED, SPECIALTIES ARE BASED ON ADVERTISERS NEEDS

+ **3,000 Current *UO* physician subscribers**

= **80,000** physicians

UO Inc.
214 So 8th St, Suite 502
Louisville, KY 40202

1.800.888.2047
502.589.8250
info@uoworks.com
www.uoworks.com

+ 3,000 Physician Recruitment Industry professionals

PHYSICIAN RESPONSE

UO Reader Service Card

SAMPLE Physician Profile Page(s) you will receive from *UO* (pdf)

March/April 2009 This physician responded to your recent ad in *UO*, or has an interest in your geographic location.

NAME: Neil Francis Davis MD	STATUS: I hope to make a practice change within the year
Address: 1725 W Harrison St Chicago IL 60612-3845 US Citizen? yes	DATE AVAILABLE: 2010
Primary Specialty: Neurology <input type="checkbox"/> BC <input type="checkbox"/> BE	GEOGRAPHIC PREFERENCE: State(s) IL, IN, MI, WI
Secondary Specialty: Neurocritical Care	Regions(s) <input type="checkbox"/> Northwest <input type="checkbox"/> West/Mtn <input type="checkbox"/> NE/New England <input type="checkbox"/> Gulf Coast <input type="checkbox"/> West Coast <input checked="" type="checkbox"/> Midwest <input type="checkbox"/> Mid-Atlantic <input type="checkbox"/> Alaska/Hawaii <input type="checkbox"/> Southwest <input type="checkbox"/> Midsouth <input type="checkbox"/> Southeast <input type="checkbox"/> International
RESIDENCY: Rush Medical Center Grad Yr: 2010	Dream location: Chicago, IL
MEDICAL SCHOOL: NYU Grad Yr: 2006	Other important factors: good work/life balance, quality of med
State(s) licensed in:	IS SPOUSE'S EMPLOYMENT A FACTOR? yes/yes IS SPOUSE A PHYSICIAN?
Currently in: Residency If resident, PGY: 3	Spouse's specialty or profession: Internal Medicine Spouse avail: 2010
Years in practice:	CONTACT INFO Best time
Practice Interest: Multispecialty group practice	(Home)
Most important factors: <input checked="" type="checkbox"/> Compensation/benefits <input checked="" type="checkbox"/> Call Schedule <input type="checkbox"/> Loan Repayment <input type="checkbox"/> Near University <input type="checkbox"/> Housing <input checked="" type="checkbox"/> Near Family <input type="checkbox"/> Schools <input type="checkbox"/> Culture/recreation	(Cell) 212-455-6548 7-10 pm
Size of community: <input type="checkbox"/> Small <input checked="" type="checkbox"/> Medium <input checked="" type="checkbox"/> Large	E-MAIL ndavis@gmail.com

1. PHYSICIAN LEADS – As an advertiser, you will receive detailed profiles on each physician who fills out and returns a card whose specifications and preferences match your needs.

PHYSICIAN PROFILES CONTAIN THESE FIELDS:

NAME	PROGRAM; YEAR GRADUATED	CURRENT EMPLOYMENT STATUS
ADDRESS	PRACTICE INTEREST	NUMBER OF YEARS IN PRACTICE
M.D. / D.O.	STATE(S), OR REGION(S) DESIRED	OTHER IMPORTANT FACTORS IN RELOCATING
PRIMARY SPECIALTY	LICENSURE STATES	MOST IMPORTANT FACTORS
SECONDARY SPECIALTY	COMMUNITY SIZE PREFERRED	HOME PHONE
B.C. OR B.E.	IS SPOUSE'S EMPLOYMENT A FACTOR?	CELL PHONE
E-MAIL ADDRESS	IS SPOUSE A PHYSICIAN?	BEST TIME TO CALL
SEARCH STATUS	SPOUSE'S PROFESSION	
DATE AVAILABLE	SPOUSE'S DATE AVAILABLE	
MEDICAL SCHOOL; YEAR GRADUATED		
RESIDENCY		

2. www.uoworks.com

With your ad placed in *UO* you receive TRIPLE exposure on the Web. Your display

ad is available for viewing on line, with your descriptive paragraph and e-mail link on our AD INDEX page, and from www.uoworkspace.com, our searchable database of job listings. Thirdly, now your ad is available for viewing from within our E-EDITION, with active URL and e-mail links. The *UO* staff makes it easy by creating your on-line listing for you based on the information you provide. If you prefer, you may create your own or add multiple listings for individual opportunities.

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PHYSICIAN SPECIALTIES

Based on our advertisers' needs, specialty counts change with each issue.

Primary specialty	Residents and fellows in their last two years of training	Practicing physicians under age 49	Total
Anesthesiology	2,344	-	2,344
Cardiovascular Disease	1,139	-	1,139
Child Psychiatry	409	-	409
Dermatology	680	1,798	2,478
Diagnostic Radiology	1,862	152	2,014
Emergency Medicine	2,497	2,000	4,497
Endocrinology	309	544	853
Family Practice	4,826	4,000	8,826
Gastroenterology	595	1,435	2,030
General Surgery	1,815	2,000	3,815
Hematology/Oncology	573	857	1,430
Infectious Diseases	393	895	1,288
Internal Medicine	8,053	6,000	14,053
Internal Medicine - Pediatrics	593	1,596	2,189
Neurology	648	1,377	2,025
Obstetrics & Gynecology	1,918	2,000	3,918
Ophthalmology	304	-	304
Orthopedic Surgery	1,130	2,867	3,997
Otolaryngology	428	1,578	2,006
Pediatric Subspecialties	838	2,482	3,320
Pediatrics	1,860	6,000	7,860
Physical Medicine & Rehabilitation	623	-	623
Psychiatry	1,837	-	1,837
Pulmonary Critical Care Med.	483	1,066	1,549
Rheumatology	200	464	664
Urological Surgery	396	-	396
Vascular Surgery	67	418	485
OTHER SPECIALTIES (under 400 count each)	1,558	1,639	3,197
	38,832	41,168	80,000

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"The Jan/Feb 2009 issue was the first I've received of *UO* and I loved it! It's coming at a great time when I'm looking for my first job! Thanks!" —OM, Colorado

"Informative, interesting and educational always enjoy the articles and browsing the job opportunities." —Internal Medicine, Ohio

"Kudos for a job well done with the magazine. I have been a reader for a number of years and always find some nugget of sound advice." —North Carolina MD

"I absolutely love your publication." —Arkansas MD

"I find your Web site to be a very useful resource. Thank you!"

"I enjoy reading your magazine very much. The articles are well written and professionally presented, and on topics that I find very useful as a resident just starting my practice. Thank you."

—New York MD

"Keep up the super work!" —Ohio MD

"For future issues of *UO* I just want more of same balance. Keep up the good work!"

"I love your journal. Thank you."

"I must say that I am very impressed with your Web site. I am interested in doing some Locum Tenens work and I was amazed to see how your site is set up. You are definitely innovators in this arena. Keep up the good work." —North Carolina MD

"...insightful and an excellent review of both sides. I plan to read each issue thoroughly." —Houston MD

"The information provided in your articles is extremely helpful." —New Orleans MD

"Your articles are informative and clearly presented. I particularly like the wealth of opportunities presented in the magazine."

—Family Medicine, Georgia

"I am an Internal Medicine and Pediatric resident in training. I will be looking for a permanent job in 1 year and heard of *uoworks.com* through a colleague who recommended your Web site as a useful resource. I would like to subscribe. Thank you." —Philadelphia

"I always look forward to receiving *UO* magazine. It is very much 'on the mark' with regard to what we as physicians are interested in. Thanks for your continued good work."

—Assistant Professor, University of Florida School of Medicine

"Thank you for this excellent and interesting journal."

—Florida MD

"I truly enjoy this magazine!" —Texas MD

"*Unique Opportunities* is a wonderful resource. I appreciate it and would like to keep receiving the magazine."

—Pennsylvania DO

"The information (1) on the Web site and (2) in the journal by mail are very useful. Please continue my mail subscription. Thanks." —Pennsylvania MD

"I like the Legal Matters column because it has information you don't find elsewhere." —Emergency Medicine, Montana

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—Assistant Professor, University of Florida School of Medicine



General Advertising Rates 2009-2010

BLACK & WHITE	1x	2x	4x	8x
Full Page	\$4,655	\$4,525	\$4,395	\$4,095
2/3 Page	3,520	3,405	3,300	3,095
1/2 Page	2,910	2,840	2,755	2,600
1/3 Page	2,075	2,025	1,965	1,855

TWO COLOR				
Full Page	\$5,295	\$5,100	\$4,940	\$4,640
2/3 Page	3,955	3,850	3,710	3,495
1/2 Page	3,300	3,190	3,075	2,885
1/3 Page	2,425	2,340	2,290	2,185

FOUR COLOR				
Full Page	\$5,590	\$5,485	\$5,320	\$4,965
2/3 Page	4,775	4,640	4,500	3,960
1/2 Page	3,545	3,435	3,325	3,085
1/3 Page	2,565	2,470	2,430	2,260

COVERS				
Second	\$6,770	\$6,575	\$6,385	\$5,950
Third	6,215	6,030	5,865	5,485
Fourth	7,360	7,150	6,905	6,475

WEB LINK
Link to advertiser's Web site \$100
Fee is per issue. Please call for additional Web feature options.

Advertisers may purchase a hyperlink to their Web site from both their graphic and listing pages on UO's Web site.

In the magazine, linked ads will have a **Link** symbol both under their display ad and in their Reader Service Data Bank listing.

AGENCY General advertising rates are commissionable.
Link fee is not commissionable.

RATES / DEADLINES

EDITORIAL *Unique Opportunities*® magazine and Web Site (www.uoworks.com) offers physicians useful information and first-hand experiences to guide them in making informed decisions concerning their next practice opportunity. It provides regular features and columns about specific aspects of a physician's practice life and career development.

PUBLISHED *Bimonthly since 1991. Quarterly, as of June, 2009*

CIRCULATION *80,000 physicians*

WEB SITE www.uoworks.com contains current editorial from the magazine, an Advertiser Index with e-mail links, a searchable on-line job database, searchable editorial archives, and additional useful information for physicians. Advertisers receive BONUS visibility on UO's Web site in the following THREE ways.

1. A graphic page of their print ad linked from UO's on-line **Advertiser Index** page, along with an e-mail link and descriptive paragraph. (A Web link is optional, \$100.)
2. A detailed listing in UO's on-line searchable job database, **UOworkspace.com**, also linked to their Ad Index display page
3. New **Electronic Edition** which is accessible from throughout UO's Website, www.uoworks.com

AD RESERVATION CLOSE DATES 2009-2010

2009	SUMMER 2009	Thursday, May 28, 2009
	FALL 2009	Thursday, Sep 3, 2009
2010	WINTER 2010	Wednesday, Dec 2, 2009
	SPRING 2010	Thursday, Feb 25, 2010

Mechanical Requirements

TRIM SIZE

8.125" x 10.875"

MATERIAL REQUIRED

DIGITAL FILES: QuarkXpress v. 4.0 or later documents with fonts and support files, or PDF files with fonts embedded.

EPS or JPEG files also are acceptable. See "Digital Requirements" page or our on-line media kit: www.uoworks.com/rec.html

PMS colors are matched with process colors.

If you prefer another digital format, please call for details.

PRINTING PROCESS

Web offset, four-color process, saddle stitched

SUPPLIED MATERIAL

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

PRODUCTION CHARGES

Advertiser will be billed at cost for scanning reflective art, photographs, or negatives to digital files, converting files or material that do not meet mechanical requirements, or producing proofs. Client-requested changes after close and special production circumstances also will be billed.

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.)

SALES OFFICE

UO Inc.
214 South 8th Street, Suite 502
Louisville, KY 40202

TOLL FREE 1-800-888-2047

TEL (502) 589-8250

FAX (502) 587-0848

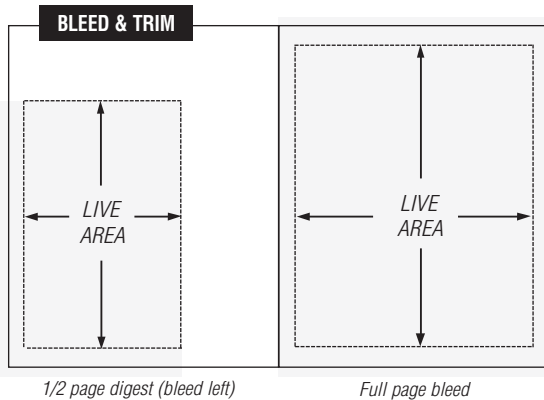
For additional advertising information, go to:

<http://www.uoworks.com/advertise.html>

SEND MATERIALS

E-MAIL : ads@uoworks.com

MAIL : UO Inc.
214 South 8th St.
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Louisville, KY 40202
502-589-8250



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

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.

The following companies have utilized *UO* for physician recruitment.

Unique Opportunities® *The Physician's Resource*

AAFP Placement Services	Columbia Park Medical Group	Hays Medical Center	MedCentral Health System	Physician Sourcing & Search	Staff Development Corporation
Abbot Northwestern Hospital	Columbia Redmond Regional Hospital	Health Care Associates	Medical Associates	Physician's Choice, Inc	Staffcare
Adventist Health System	Commonwealth Health Corporation	Health Care Plan	Medical Center Clinic	Physicians Plus Medical Group	Stanley Memorial Hospital
Adventist Health System-GA,TN Reg	Community Health Care	Health Management Associates Inc	Medical Center Hospital	Piedmont Hosp Med Care Center	Stanly Regional Medical Center
AGES Ob/Gyn, PC	Community Health Partners	Health Midwest	Medical Doctor Associates	Pikeville Methodist Hospital	Summit Medical Group
Aiken Regional Medical Center	Community Health Systems, Inc	Health Professionals for Western SD	Medical Group Management Assn	Pinnacle Health Group	Stratum Med, Inc
Air Force Reserve	Community Memorial Hospital	Health Quest	Medical Opportunities in Michigan	Pleasant Valley Hospital	Straub Clinic & Hospital
Alegent Health	Community Mercy Health	Health Services Association	Medical Opportunities in Ohio	PMC	Suburban Health Organization
Albert Lea Medical Center-Mayo	CompHealth Locum Tenens	HealthCare Network Associates	Medical Resources Network	Pocono Medical Center	Summit Health
Alexian Brothers Medical Center	CompHealth Permanent Placement	HealthCare Partners Medical Group	Medical Search Institute	PolyClinic	Summit Regional Medical Healthcare
Alfred I Dupont Institute	Condell Medical Center	HealthEast	Medimorphus	Portland VA Medical Center	Sumter Regional Hospital
Alice Peck Day Memorial Hospital	Conemaugh Health System	HealthCareers	MedPartners	Portneuf Medical Center	Sunbury Community Hospital
Alliance of Medical Recruiters	Conway Medical Center	HealthFirst	MedPartners/Friendly Hills HC Network	Potomac Physicians	SunHealth
Alliant Health System	Cook Children's Physician Network	HealthMont	MedPro	Practice Opps in Pennsylvania	Sunlife Ob/Gyn
Allina Hospitals and Clinics	Cooley Dickinson Hospital	HealthPartners	Melrose-Wakefield Hospital	Practice Opportunity Line	Susquehanna Health
Allscripts	Coos County Family Hlth Svcs	HealthPoint Medical Group	Memorial HealthCare Services	Practice Solutions, Inc	Sutter Health, SSR
American Medical Alumni Net	Corporate Health Group	HealthSource	Memorial HealthCare Center	PracticeLink	Swedish Covenant Hospital
American Royal Arts	Correctional Medical Services	HealthSpan	Memorial Hospital at Easton, MD	PracticeMatch, Inc	Szydlow & Foster
Alpena General Hospital	Correctional Medical Systems	HealthStop/MedFirst	Memorial Hospital of Chattanooga	Preferred Medical Management	Team Health
American Medical Association	Cove Healthcare	HeathTrust, Inc	Mercy and St Charles Hospitals	Premier Anesthesia	Tenet Healthcare Corporation
Ancilla Systems	Cox Health	HealthWays Family Medical Ctrs	Mercy Health Services, Iowa	Premier HeartCare Network	Tenet Physician Relations
Anesthesia Partners, Inc	Creighton University School of Medicine	Heartland Health	Mercy Health Services, MI, IA	Presbyterian Health Services	Texas Assoc of Community Health Centers
Annie Penn Hospital	Cuyuna Regional Medical Center	Heartland Health Alliance	Mercy Health Services North	Presbyterian Healthcare Associates	Texas Health Resources (Harris Meth)
Appalachian Regional Healthcare	Cypress Medical Associates PSC	Heartland Indep Phys Assoc	Mercy Health System-Western OH	Presbyterian Healthcare Services	Texas Tech Health Sciences Center
Arizona FHP	Dakota Clinic	Heartland Regional Medical Center	Mercy Medical Center - Northern IA	Presbyterian Healthcare System	The Company Doctor
Ascension Health	Daniel & Yeager	Henry Ford Health System	Mercy Regional Health Center	Preva Clinic	The Curare Group, Inc
Aspen Medical Group	Danville Regional Medical Center	Heywood Hospital	Mercy St. John's	Prince William Health System	The Delta Companies
Association of Montana	Davis Memorial Hospital	Highland Hospital	Meridia Physician Network, Inc	ProMedica Health System	The Diagnostic Centers for Men
Association of Staff Physician Recruiters	Dayton Children's	Hillcrest Healthcare System	Meridian Medical Group	Promina Northwest Physician's Group	The Emory Clinic
ASPR	Deaconess Hospital, Cincinnati	HIMG	MeritCare Medical Group	Providence Health & Services	The Everett Clinic
Aultman Hospital	Deaconess Hospital, Evansville	HMG	Methodist Health Systems	Providence VA Medical	The Fulton Advisory, Ltd
Aurora Health Care	Dean Health System	Holland Community Hospital	Methodist Healthcare	Providence Healthcare	The Hygieia Group, Inc
Austin Diagnostic Clinic	DeKalb Medical Center	Holy Cross Hospital	Methodist Hospital of Indiana	Putnam Medical Center	The MW Kellogg Company
Avera St Luke's	DeKalb Memorial Hospital	Holzer Clinic	Methodist Hospitals of Dallas	Quincy Medical Center	MediMatch
Banner Health Sys	Delta Medical Consulting	Horizon Healthcare	Methodist Medical Group	Ramsay Health Care	The Mediplex Group
Baptist Health	DeVos Children's Hospital	Hospital Network, Inc	Metro Health	Randolph Hospital	The Monroe Clinic
Baptist Health System of East TN	Dickinson County Healthcare System	Hospitalists Management Group	MetroWest Medical Center	Rapid City Regional Hospital	The Pain Institute
Baptist Healthcare	Doctors OfficeCenter	Hudson Hospital	Michigan Health Council	Rehoboth McKinley Christian Health Care	The Portland Clinic
Baptist Healthcare System	Dreyer Medical Clinic, SC	Huguley Memorial Medical Center	Michigan Medical, PC	Reid Hospital & Healthcare Services	The Prudential
Baptist Medical Center	Dukes Memorial Hospital	Humana Health Care Plans	Michigan Recruitment & Retention Ntwk	Resource Factor	The Regional Medical Center
Baptist Memorial Health Care	Duluth Clinic, Ltd	Humana Military Healthcare Services	Middletown Regional Hospital	Rice Medical Center, ÆiMinistry Health Care	The Wood Group
Battle Creek Health System	DuPage Medical Group	Hunt Company	MidMichigan Medical Center-Midland	Riverside HealthCare	Thomas Health
Bassett Healthcare Group	e-MDs	Hutchinson Clinic	Midwest Physician Group	Riverside Medical Clinic	TimeLine Recruiting
Bay Shores Medical Group	Eagle Hospital Physicians	IASIS	Milford Memorial Hospital	Rockwood Clinic	Toledo Hospital
Baycare Health System	East Texas Medical Center	ICON-Interactive Career Oppty Ntwk	Ministry Health Care	Roper Hospital	Trident Health System
BayHealth	Easton Maine Healthcare	IPSA Primary Care Medical Group	MINK	Rural Recruitment & Retention Network	TriMark Physician's Group
Baylor Health Care System	eCV MedSearch	Ingalis Memorial Hospital	MiracleWorkers.com	Rutland Regional Medical Center	Trinity Health
Baystate Health System	Edward Hospital	Inspiris Health	Mississippi Medical Management	S Anderson & Company	Trinity Medical Center
Beatrice Community Hosp & Health Beebe Medical Center	EHS Health System	Integr Health	Missouri Baptist Medical Center	SAIC	Trover Clinic
Beloit Memorial Hospital	Elliott Hospital	Integra Health	Missouri Primary Care Association	SMA Career Match	Tulare District Hospital
Benefis Healthcare	Elliott Health System	Integrated Health Associates	MoBrigde Regional Hospital	Saber-Salisbury and Associates	Tuomey Healthcare System
Best Practices	Elmhurst Memorial Hospital	Integrated Medical Resources	Mona Wood's Physician Recruitment	Sacred Heart Health System	Tyler & Company
Bixby Medical Center	EmCare Physician Staffing	Integrated Provider Networks, Inc	Montana Hospital Research & Education	Sacred Heart Medical Center	Universal Hlth Svcs, Inc
BJC Health System	Emergency Coverage Corporation	Interim Physicians	Morton Plant Mease Health Care	St Agnes Medical Center	US Air Force Medical Corps
Blanchard Valley Health System	Emergency Physicians Associates	Iowa Health System	Moses H Cone Hospital	St Alphonsus Regional Medical Center	US Army
Blue Ridge Health Sys (Grace Healthcare)	Emergency Physicians Medical Group	IPC-The Hospitalist Company	Moses Lake Community Health Center	St Francis Health System	US Health Corp
Bluegrass Medical Associates PSC	Emerson Hospital	IPSA Family Practice Medical Group	Murphy Memorial Center	St Francis Hospital	US Navy
Bluffton Regional Medical Center	Enterprise Medical Services	Iverson Memorial Hospital	MultiCare Health System	St Francis, Inc	USPHS - Indian Health Service
Bon Secours Charity Health System	Ephraim McDowell Reg Med Center	JSA Healthcare Corp	Murphy Memorial Center	St John's Regional Medical Center	UnitedMed America
Bon Secours Hampton Roads Hlth System	EPIC Healthcare Group	J & C Nationwide	Nalle Clinic	St Joseph Health Services	United Health Partnership
Bon Secours Health System SW Florida	Exclusive Med	Jennie Stuart Medical Center	National Association of Physician Recruiters	St Joseph Hospital	United Medical Associates, PC
Booth-Yellin Physician Recruitment	FHP, Inc	KGH/Northwest Practice Management	Nashville Healthcare Group	St Joseph Medical Center	University of Florida Health System
Borgess Health Alliance	Fairbanks Memorial Hospital	Kadler Medical Center	National HealthCare Service Corps	St Joseph Physician Network	University of Kentucky Center Rural Hlth
Bothwell Regional Health Center	Fairview Clinic Services	Kaiser Permanente Medical Group, Inc	National Medical Resources, Inc	St Joseph's Care Group	University of Maryland Medical System
Botsford General Hospital	Fallon Clinic	La Salle Clinic	Nat'l Rural Rec & Ret Network (3RNet)	St Joseph's Hospital & Health Center	University of South Florida MBA
Breitner Clark & Hall	Family Health Care Centers	Lafayette General Medical Center	National TeleAccess Network	St Luke's Health System	University of Tennessee Health Center
BroMenn Regional Medical Center	Family Health Plan	Lahay Clinic	Navajo Area IHS	St Mary's/Duluth Clinic	University of Texas Health Center
Bronson Hospital	Family Medical of Mobile PC	Lake Cumberland Regional Hospital	Nebraska Methodist Health System, Inc	St Mary's/Duluth Clinic	University of Wisconsin-Whitewater
Bryan LGH	FamilyCare	Lake Hospital System	Nemours/Al duPont	St Marys Health Center	Upper Chesapeake Med Svcs, Inc
CVPH Medical Center	Ferrell-Duncan Clinic, Inc	Lakeland Regional Health	NES Government Services, Inc	St Mary's Health System	Upper Valley Medical Center
Caldwell Memorial Hospital	Firelands Community Hospital	LaPorte Hospital	New England Journal of Medicine	St Mary's Hospital	VA - Dept of Veterans Affairs
California Department of Corrections	First Choice, Inc	Laurel Health System	New Hampshire/Vermont Recruitment Center	St Mary's Medical Center	Valley Baptist Med Ctr
Camden-Clark Memorial Hospital	Florida Heart Institute	Legacy	New Mexico Health Resources	St Mary's Regional Medical Center	Valley Health System
Cancer Treatment Centers of America	Florida Hospital	Lehigh Valley Hospital	North Iowa Mercy Health Center	St Thomas Health Group	Valley Medical Center
Cape Fear Valley Medical Center	Florida Hospital Waterman	Lewis-Gale Clinic	North Oaks System	St Thomas More Hospital	Vanguard Ob/Gyn
Capital Region Medical Center	Foley Proctor Associates	Lexington Medical Center	Northeast Medical Center	St Vincent Charity Hospital	Vanguard Recruitment Center
Care Level Management	Foote Hospital	LifeCourse Management Svcs LLC	Northem Michigan Hospital	St Vincent Health System	Virginia HealthSource
CareNow	Fort Sanders Physician Group	LifeSpan	Northwest Comm Health Recruitment	St Vincent Healthcare	Virginia Mason Medical Center
Carilion Healthcare System	Franciscan Health Services	LifePoint Hospitals	Northwest Hospital Center	Salina Regional Health Center	Visiting Physicians Assoc-MI
Carolina Premier Medical Group	Franciscan Skemp Healthcare	Lifetime Health	Northwest Regional Primary Care Assn	Samaritan Health Systems	Visiting Physicians Assoc-GA
Carolinas Health Network	Frankford Health Care System	Lima Memorial Hospital	Northwestern Memorial	San Juan Regional Medical Center	VISTA Physician Sch & Cons
CaroMont Health (Gaston Memorial HC)	Freeman Hospitals and Health System	Lockheed Martin	NTN Searchline	San Ysidro Health Center	Wadley Regional Medical Ctr
Catholic Health System	Fremont-Rideout Health Group	Locum Medical Group	Oakwood Healthcare System	Seah Bush Lincoln Health Center	War Memorial Hospital
Catholic Healthcare Partners	Gable Healthcare Group	Logansport Memorial Hospital	Ochsner Clinic	Scenic Mountain Medical Center	Warren Clinic
Caylor-Nickel Clinic, PC	Geisinger Health System	Loma Linda University Health Care	Oconee Regional Medical Center	Scott & White	Warren General Hospital
Cejka Search	Genesis Health Care System	Lourdes Health Network	Ohio State Health Network	Scott Medical Group	Washington County Health System
Centegra Health System	Good Samaritan Hospital	Lovelace Sandia Health System	Ohio State University Medical Center	Sebasticook Valley Hospital	Washington Recruitment Prentice Group
Centra Health	Good Samaritan & St Mary's Med Center	LSU Health Sciences Center	Oklahoma City Clinic	Self Regional Healthcare	Wasoung Regional Healthcare, Inc
Central Kansas Medical Center	Gordon Hospital	Luther Midelfort-Mayo	Olean General Hospital	Sentara Health System	Weatherly Health Care
Central Lakes Medical Center	Grand View Health System	Lutheran General Hlth Care Sys	Optima Health Affiliated Group Practice	Shore Health System	Weatherly Locums, Inc
Central Minnesota Group Health	Griat Community Hospital	Lutheran Hospital of Indiana	OrNda	Sierra Health Services	Weatherly Health Care
Central Vermont Medical Ctr	Great Falls Clinic	Lutheran Medical Center	OSF St. Francis Hospital & Medical Group	Southern Cross Hospital	Wellmont Health System
Cent'ral Washington Hospital	Great Lakes Health Network	MEA Medical Systems	Our Lady of Bellefonte Hospital	Sioux Valley Hospital	Wellspan-York Hospital
Chambersburg Hospital	Greensboro Physician Opportunities	MSO	P/SL Healthcare	Sisters of Charity Health Network	Wellstar Health System
Charles Cole Memorial Hospital	Greenwood County Hospital	Madison County Community Hospital	Pacific Medical Center	Sisters of Charity-St John Hospital	Wenatchee Valley Medical Center
Cheyenne Regional Medical Ctr	Group Health Cooperative	Maine Recruitment Center	Pacific Physician Svcs Medical Group	Skaggs Comm Health Center	West Florida Hospital
Children's Hospital of Michigan	Group Health Inc	Malden Hospital	PACHOM	Southern Cross Hospital	West Tennessee Healthcare, Inc
Children's Medical Center of Dayton	Group Health Northwest	Marietta Memorial Hospital	Park Clinic	South Carolina Office of Rural Health	West Virginia University
Christian Health System	Gundersen Lutheran	Marshall Regional Medical Center	Passavant Area Hospital	South Shore Hospital	WVU School of Medicine
Christiana Care Health System	HCA International	Marshfield Clinic	PeaceHealth Oregon Region	Southeastern Foundation	WestCare Health System
Christus-St John Hospital	HCA - Florida Division	Martin's Point Health Care	PeaJobs	Southern Illinois Healthcare	Western Maryland Health System
CIGNA Healthcare	HCA - The Healthcare Company	Mary Washington Hospital	Permanente Medical Assoc of TX	Southern Ohio Health Svcs Network	WestLink Health Care Network
Clarian Health Partners	Hackley Hospital	McDonough District Hospital	Physician Career Network	Southwest Medical Associates	Wilkes Regional Medical Center
Cleveland Clinic Health System	Haelen Medical Choice	McLaren Health Care Corporation	Physician International	Sparrow Health System	Wilson Medical Center
Clifton Springs Hospital & Clinic	Halifax Memorial Hospital	MD Direct	Physician Practice Tracking	Spectrum Medical Associates	Wilson Memorial Hospital
Coastal Emergency Services	Hallmark Healthcare Corporation	medbulletin	Physician PracticeLink and Web CV	Spectrum Emergency Care	Witchita Clinic
Coastal Government Services	Harris County Hospital District	MedCareers		Spectrum Health (Blodgett/Butterworth)	Women's Health Center
Coastal Physician Services, Inc	Harris, Kovacs, Alderman & Associates	MedClinic Northern California		Spencer Reel Group	Woodland Healthcare
Coastal Pri-Med Services	Harvard CME			SSM Healthcare System	Wyoming Medical Center
Colorado Rural Health Center	Harvard Community Health Plan				Yakima Valley Farm Workers Clinic
Colquhoun Regional Medical Center					
Columbia/HCA Healthcare Corp					

Magazines — Important to your media mix

Magazine ads last: Readers refer to magazines multiple times—even saving them, giving advertisers the opportunity for added exposures.

Magazines supply credibility: Consumers trust and believe magazine advertising more than advertising in other media.

Magazine creative connects: Magazine ad content makes readers laugh, cry, think, desire, ponder, smile and more. In short, magazine ads make people react – and connect with advertisers' brands.

Magazines engage: 90% of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multitasking when compared with multitasking rates for other media.

Magazines enhance advertising impact: Strong reader experiences with magazines boost magazine advertising impact.

Magazines target efficiently: With a range of titles that appeal to specific demographics, lifestyles and interests, advertisers can hone in on the targets that fit their needs.

Magazines sell: Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazines provide rich experiences: Readers experience magazines in meaningful ways, including:

“I get value for my time and money.”

“It makes me smarter.”

“It's my personal time out and I often reflect on it.”