GROUP PRACTICE JOURNAL (GPJ) addresses the vital business information needs of the medical group industry with practical, timely articles about everything from implementing best practices to negotiating risk-based contracts to building successful integrated healthcare delivery systems. Written by physician leaders and industry professionals, GPJ is a publication of AMGA—the national organization dedicated to addressing all issues affecting medical groups, physician-owned and -managed IPAs, ACOs, and integrated healthcare delivery systems.

AUDIENCE
GPJ is distributed to physician executives, physicians, and administrators at medical groups with 10 or more physicians, IPAs, ACOs, and integrated healthcare delivery systems nationwide.

ESTABLISHED
1951, current volume number: 69

STAFF
Editor-in-Chief
Tom Flatt
Advertising
M. J. Mrvica Associates, Inc.

CIRCULATION
75,000

ISSUANCE
Frequency, 6 times annually

EARNED RATES
Total units in a 12-month period determine frequency rates

AGENCY DISCOUNTS
15%

SPLIT RUNS
Available for additional cost. Split run production costs are non-commissionable.

INSERTS
Allowed.

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PUBLISHER
AMGA
One Prince Street
Alexandria, VA
22314-3318
703.838.0033
amga.org

ADVERTISING SALES
Mark Mrvica, Vice President
M.J. Mrvica Associates, Inc.
2 West Taunton Avenue, Berlin, NJ 08009
856.768.9360
Fax: 856.753.0064
Email: markmrvica@mrvica.com

CLOSING CALENDAR
Issue mails on the 15th of the second month of each issue. For instance, the January/February issue mails on February 15.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Ad Materials Deadline</th>
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<tbody>
<tr>
<td>January/February</td>
<td>1/10/20</td>
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<tr>
<td>March/April</td>
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<td>May/June</td>
<td>5/8/20</td>
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<td>July/August</td>
<td>7/13/20</td>
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<tr>
<td>September/October</td>
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<tr>
<td>November/ December</td>
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Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
**COLOR RATE**
$1,425 added to earned black & white rate

**COVER AND SPECIAL POSITIONS PREMIUM**

**BONUS DISTRIBUTION OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Jan/February</th>
<th>AMGA 2020 Annual Conference</th>
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<tbody>
<tr>
<td>May/June</td>
<td>AMGA Industry Partner Directory</td>
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<tr>
<td>July/August</td>
<td>AMGA Institute for Quality Leadership</td>
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<td>Sept/October</td>
<td>MGMA's Annual Conference</td>
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**BLACK-AND-WHITE RATES**

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**MECHANICAL SPECIFICATION**

(Width x height) Perfect Bound Binding

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Trim Size 8.125" x 10.875", *Add 0.125" for bleeds

**ADVERTISING MATERIAL SPECIFICATIONS**

The following information should be included with every submission:
1. Advertiser name/agency name
2. Artist contact phone number or email
3. SWOP compliance match printproof

**PREFERRED**

Press-ready Hi-Res Adobe PDF distilled from postscript. Embed all fonts and images. PMS colors must be changed to CMYK. All images for ads should be 300 dpi. Image files should be .tiff or .eps. Select all printer marks and bleeds should be set to 0.125 inches.

**SENDING FILES**

Electrically via email to LKlepitch@glcdelivers.com. Email attachments are limited to 10 MB. Dropbox® is also supported. Other options are available for files over 10 MB, call or email Linda Klepitch at 847.205.3030 or LKlepitch@glcdelivers.com for information.

**COLOR ADS**

A SWOP certified contract level proof is required for color guidance on the press. If a SWOP certified proof is not supplied, Group Practice Journal cannot guarantee the color reproduction of your ad.

**MAIL COLOR PROOF TO**

LSC Communications—Liberty, MO Facility
3401 Heartland Dr, Liberty, MO 64068
Attn: Tracy Beck

**INSERTS AND BUSINESS REPLY CARD REQUIREMENTS**

All furnished inserts should be cleared through the Art Director before the insert specifications are finalized. Contact Linda Klepitch at 847.205.3030 or LKlepitch@glcdelivers.com for information.

**SHIPPING INFORMATION FOR INSERTS AND BUSINESS REPLY CARDS**

LSC Communications—Liberty, MO Facility
3401 Heartland Dr, Liberty, MO 64068
Attn: Tracy Beck
Phone: 816.792.6320
Email: Tracy.J.Beck@lsccom.com

**CONTRACTS AND INSERTION ORDERS**

Mark Mrvica
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2 West Taunton Avenue, Berlin, NJ 08009
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Email: markmrvica@mrvica.com
INSIDE AMGA

Inside AMGA is delivered to more than 11,000 readers monthly and contains news about the association, member medical group activities, and news from AMGA Corporate Partners.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Leaderboard (728w x 90h)</th>
<th>$1,250 per issue</th>
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<tbody>
<tr>
<td></td>
<td>Skyscraper (160w x 600h)</td>
<td>$1,000 per issue</td>
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</tbody>
</table>

All figures are net

For more information on electronic advertising with AMGA, contact Mark Mrvica at 856.768.9360 or markmrvica@mrvica.com