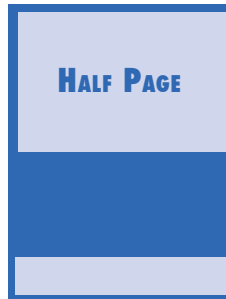


AD SUBMISSIONS AND RATES



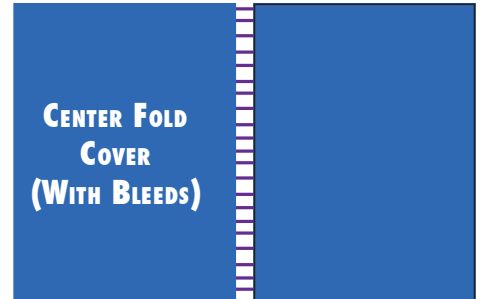
FULL PAGE BLEED

BLEED
5³/₄" W X 9³/₈" H



HALF PAGE

HALF PAGE
4³/₄" W X 4¹/₄" H



CENTER FOLD COVER (WITH BLEEDS)

1/8 PAGE HORIZONTAL BANNER
4³/₄" W X 1" H



FULL PAGE

FULL PAGE
4³/₄" W X 8¹/₂" H



1/4 PAGE SPECIALTY

1/4 PAGE SPECIALTY
2³/₈" W X 4¹/₄" H

CENTER FOLD COVER (WITH BLEEDS)
6¹/₄" W X 9³/₈" H

1/4 PAGE HORIZONTAL

1/4 PAGE HORIZONTAL
4³/₄" W X 2¹/₈" H

ADVERTISING RATES

PREMIUM PLACEMENT

| | |
|--------------------|---------|
| BACK COVER | \$4,840 |
| INSIDE FRONT COVER | \$4,125 |
| INSIDE BACK COVER | \$3,740 |

FOUR COLOR

| | |
|-----------------------|---------|
| CENTER FOLD/CARDSTOCK | \$3,988 |
| TAB-BACK SIDE | \$3,410 |
| PREMIUM FULL PAGE | \$3,355 |
| TAB-FRONT SIDE | \$2,833 |
| FULL PAGE | \$2,530 |
| HALF PAGE | \$1,925 |

*Separations Required for 4-color Process

TWO-COLOR*

| | |
|-----------|---------|
| FULL PAGE | \$1,815 |
| HALF PAGE | \$1,265 |
| 1/4 PAGE | \$1,018 |
| 1/8 PAGE | \$ 853 |

*Black Plus a Second Color Converted to CMYK

BLACK AND WHITE

| | |
|--------------------|---------|
| FULL PAGE | \$1,458 |
| HALF PAGE | \$ 908 |
| 1/4 PAGE SPECIALTY | \$ 688 |
| 1/4 PAGE | \$ 660 |
| 1/8 PAGE BANNER | \$ 550 |
| 1/8 PAGE | \$ 495 |
| TIP-IN REPLY CARD | \$3,250 |

(Plus \$1,500 Production charge)

| | |
|-----------|--------|
| DATA BASE | \$ 495 |
|-----------|--------|

AD SUBMISSION GUIDELINES

PRINTING METHOD: HEAT-SET WEB, SHEET-FED

Binding: Wire-O
Line Screen: 150

DIGITAL OUTPUT SPECIFICATIONS:

Mac OS 10.0

SUPPORTED PAGE LAYOUT APPLICATIONS:

Quark Xpress 7.0 or below
Indesign CS3

SUPPORTED APPLICATIONS:

Adobe Photoshop CS3
Adobe Illustrator CS3

We do not accept Word, Excel, Power Point, Publisher or Word Perfect

All page files must be supplied as native page documents or Postscript or PDF files. PDF Files must be print-ready requiring no editing.

MEDIA SUPPORTED:

CD, DVD, Email or FTP available

REQUIRED ITEMS FOR DIGITAL OUTPUT:

IMAGES

- All images including line art must be scanned between 150 and 302 resolution
- If placed into a document layout file, the placed image must be submitted as well
- Use either TIFF or EPS graphics in your layout

FONTS

- All screen and printer fonts used to create a document must be submitted
- Vector-based graphics should include fonts on disk or converted to paths
- If fonts cannot be provided, it will be necessary to provide the font type face, size and style

COLOR

- Colors must be saved as CMYK

CLOSING DEADLINE

- Please contact Physician Reference Directory for closing dates

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1. Advertisements are accepted upon the representation that advertisers and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, color or position commitment.
3. Positioning of advertisements is at the discretion of the publisher except where a request for specific preferred placement is acknowledged by publisher in writing. The first right-of-refusal is given to previous advertisers.
4. The advertiser or its agency may not make cancellations or changes to orders after the closing date.
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