

RATES AND AD SIZE SPECS | 2009

PRODUCT DISPLAY ADVERTISING

AGE MANAGEMENT MEDICINE FOR PHYSICIANS

advance for **HealthyAging**

PRODUCT ADVERTISING PAGE RATES

	1X	3X	6X	9X	12X	24X	36X	48X
Full-Page	\$3834	3719	3604	3489	3374	3259	3144	2990
1/2-Island	\$3026	2935	2845	2754	2663	2572	2481	2360
1/2-Page	\$2238	2170	2103	2036	1969	1902	1835	1745
1/3-Island	\$1898	1841	1784	1728	1671	1614	1557	1481
1/3-Page	\$1797	1743	1689	1635	1581	1527	1473	1401
1/4-Page	\$1283	1245	1206	1168	1129	1091	1052	1001

SIZES

*Full-Page Spread (Bleed) 16 3/4" x 11"
 Trim 16 1/4" x 10 1/2"

**1/2-Page Spread (Bleed) 16 3/4" x 5 1/2"
 Trim 16 1/4" x 5 1/4"
 **Ad jogs to footer, bleed face and foot

Full-Page (Bleed) 8 5/8" x 11"
 Trim 8 1/8" x 10 1/2"
 Text safety 3/8" from trim per side

Full-Page (Border) 7 1/2" x 10"
 1/2-Page Island 4 7/8" x 7 1/2"
 1/2-Page Vertical 3 5/8" x 10"
 1/2-Page Horizontal 7 1/2" x 4 7/8"
 1/3-Page Vertical 2 3/8" x 10"
 1/3-Page Standard 4 3/4" x 4 3/4"
 1/3-Page Island 3 5/8" x 6 1/2"
 1/4-Page Standard 3 5/8" x 4 7/8"

* Digital Spread — Not gutter gap, provide single page doc.
 ** See 1/2-spread bleed example below

POSITION RATES

(Non-cancellable)

Inside Front Cover \$850 extra
 Inside Back Cover \$600 extra
 Back Cover \$1000 extra
 Opposite Table of Contents \$400 extra
 Other Preferred Positions5% extra

COLOR RATES

(Applies to full and fraction of page)

2nd Color \$300 extra, per color
 2nd Color, matched \$400 extra, per color
 Three/Four-Color \$1050 extra
 Five-Color \$1050 extra
 Metallic Color \$200 extra, per page

MATERIAL SPECIFICATIONS

For more information on *ADVANCE* specifications and policies, please contact 1-800-355-5627 x 1152 or visit us online at www.advancweb.com

GENERAL RATE POLICY

Rates are earned by total number of insertions used within the year from the date of your first insertion. Spreads are counted as two insertions. Inserts count as one insertion for each page (side). Display space in other *ADVANCE* magazines may be combined to earn higher frequency discounts.

OTHER SERVICES OFFERED

REPRINTS— Call 800-355-5627 for a quote on reprints of any article in *ADVANCE*.

DIRECT MAIL LISTS RENTAL— Our lists are available at \$110 per thousand names. Postage and handling charges apply. Call for more information.

INSERTS

Earned B&W rate for each page (side). Regional inserts accepted. Printed Materials — Call for custom specifications and deadlines.

Please send ads submissions via email to: Productads@advancweb.com

Digital data is required. PDF format.

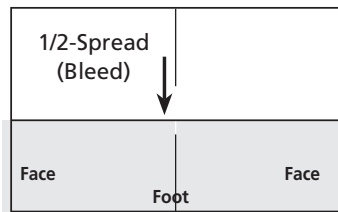
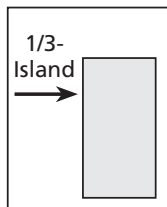
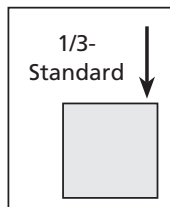
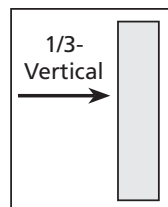
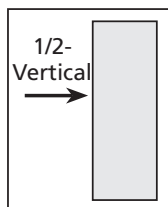
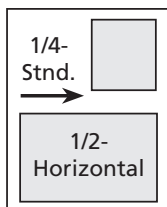
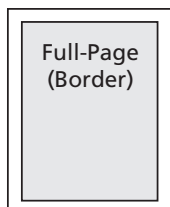
Bind: Perfect

No gutter gap required. Provide spreads as single page PDFs.

ADVANCE prints web offset. SWOP® standard and specifications apply. SWOP Certified Proof should be provided for color fidelity on press. For more information on SWOP, visit www.SWOP.org

Publisher reserves the right to select the print section/location and rate card based on ad content.

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