

# RATES AND DATES 2009 recruitment advertising

## advance for Physician Assistants™

THE SOURCE FOR PEER-REVIEWED CLINICAL AND PROFESSIONAL INFORMATION

www.advancweb.com

### DEADLINES

#### PHYSICIAN ASSISTANTS

Deadline is at Tuesday at 5 pm ET (prior to issue date)

### RECRUITMENT ADVERTISING RATES

#### Size Options

**\$285 per column inch at 14 lines per inch**

1"-----	\$285
1 1/2"-----	\$427.50
2"-----	\$570
2 1/2"-----	\$712.50
3"-----	\$855
4"-----	\$1,140
5"-----	\$1,425
6"-----	\$1,710
7"-----	\$1,995
8"-----	\$2,280
2 x 3"-----	\$1,710
2 x 4 1/2"-----	\$2,565
2 x 6"-----	\$3,420

### WE OFFER SIZES TO FIT ANY BUDGET!

#### ASK US ABOUT OUR FREQUENCY DISCOUNT PLANS!

1-COLUMN WIDTH-----	2 3/16"
2-COLUMN WIDTH-----	4 1/2"
3-COLUMN WIDTH-----	7"

#### FOR MORE DETAILS, CONTACT YOUR REPRESENTATIVE AT:

**800-355-5627**  
**610-278-1400**  
**FAX: 610-278-1420**

**ADVANCE for Physicians Assistants**  
**2900 Horizon Drive**  
**King of Prussia, PA 19406**  
**www.advancweb.com**

**ADVANCE offers publications, Web sites, job fairs, custom promotions, hospital shows and a healthcare shop to help you recruit among 1.8 million healthcare professionals in:**

- Nursing (RNs and LPNs)
- Imaging and Radiation Therapy
- Rehabilitation
- Physical Therapy
- Occupational Therapy
- Audiology
- Speech-Language Pathology
- Respiratory Care
- Laboratory
- Health Information
- Information Systems
- Long-Term Care
- Nurse Practitioners
- Physician Assistants
- Aesthetics & Age Management

*ADVANCE for Physician Assistants* circulates among active and certified PAs and senior students.

#### Materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge. Complimentary creative services are provided for advertisements appearing in *ADVANCE Newsmagazines* only. Clients requesting reuse of this material for other purposes will incur a nominal production fee.\* Matchprints are not provided. Exact color match cannot be guaranteed.

Ad agencies must supply electronic materials in PDF format to [adplacer@advancweb.com](mailto:adplacer@advancweb.com). Production fees could be charged to advertising agencies. All ads must be bordered on all sides. Ads must be a minimum of 1 1/2" in height for a logo to be included in the ad.

Additional details for electronic ad submission can be found on our Web site under material requirements—[www.advancweb.com](http://www.advancweb.com).

#### Color

Each Color-----	\$300 extra
Matched Color-----	\$400 extra
4-Color-----	\$800 extra



#### Cancellations

Cancellations can only be accepted if made no later than 48 hours after placing the ad; however, cancellations cannot be accepted on deadline day.

Minor alterations can be made free of charge except on deadline day.

#### Terms:

Net cash 30 days, 2% 15. A 15% commission of gross billings is allowed to recognized agencies providing written documentation and supplying press-ready materials. Other restrictions may apply. No commissions given to agencies for ads sent camera-ready or Pub Set. Credit for errors given when error is fault of *ADVANCE* and results in applicant not being able to contact advertiser. No credit given to advertising agencies placing with *ADVANCE Newsmagazines* for the first time.



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

\*Ad agencies not eligible. All rates are subject to change.  
PA\_2009Rates\_REC • 8.25.08

**TO:**

**FROM:**

**FAX:**

**advance**  
**www.advancweb.com**

**PHONE: 610-278-1400, (800) 355-5627**

**RECRUITMENT FAX: 610-278-1420 CALENDAR FAX: 610-278-1422**

**2900 Horizon Drive, King of Prussia, PA 19406**