

advance

for Speech-Language Pathologists & Audiologists®

2010 ADVERTISING RATES & SIZES

RECRUITMENT ADVERTISING



BIWEEKLY DEADLINES

Deadline is Friday at 3pm ET
(contact your sales representative for
deadline dates)

PRINT RATES

Size Options

\$299 per column inch at 14 lines per inch

1"	\$299
1 1/2"	\$448.50
2"	\$598
3"	\$897
4"	\$1,196
6"	\$1,794
8"	\$2,392
2 x 3"	\$1,794
2 x 4 1/2"	\$2,691
2 x 6"	\$3,588

Color

Each color	\$.300 extra
Matched color	\$.400 extra
4-color	\$.800 extra

Size Specs

1-column width	2 3/16"
2-column width	4 1/2"
3-column width	7"

**SIZES TO FIT ANY BUDGET.
PLUS, ASK US ABOUT OUR
FREQUENCY DISCOUNT PLANS!**

**POST YOUR LISTINGS INSTANTLY ON
THE ADVANCE FOR HEALTHCARE
CAREERS WEB SITE.**

ONLINE POSTING RATES[†]

Postings.	Price Per Posting
1-2	\$349
3-5	\$334
6-9	\$317
10	\$286
11+	Contact your representative

ONLINE POSTING RATES[†]

(with print discount)

Postings.	Price Per Posting
1-2	\$308
3-5	\$294
6-9	\$280
10	\$253
11+	Contact your representative

Bieekly, *ADVANCE for Speech-Language Pathologists & Audiologists* is delivered to accredited SLPs, audiologists 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@advanceweb.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.advanceweb.com.

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. 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.

*Ad agencies not eligible.

All rates are subject to change.

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

†These posting prices are per community/niche market and run on the *ADVANCE for Healthcare Careers* web site.

**FOR MORE DETAILS, CONTACT
YOUR REPRESENTATIVE.**

ELECTRONIC RATES

Web Site Ad Rates	1X	3X	6X	12X	26X	39X	52X
Leaderboard	\$1,313	\$1,247	\$1,181	\$1,116	\$1,050	\$984	\$919
Skyscraper	\$1,313	\$1,247	\$1,181	\$1,116	\$1,050	\$984	\$919
Med. Rectangle (homepage) [†]	\$875	\$831	\$788	\$744	\$700	\$656	\$613
Super Tile	\$875	\$831	\$788	\$744	\$700	\$656	\$613
Pre-Roll Multimedia [†]	\$875	\$831	\$788	\$744	\$700	\$656	\$613
Standard Tile	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Tower	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Med. Rectangle (feature story)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Leaderboard (community server)	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Column Sponsorships	\$700	\$665	\$630	\$595	\$560	\$525	\$490
White Paper Sponsorships	\$700	\$665	\$630	\$595	\$560	\$525	\$490
Specialty Spotlight Ad Rates							
Leaderboard	\$810	\$770	\$729	\$689	\$648	\$608	\$567
Skyscraper	\$810	\$770	\$729	\$689	\$648	\$608	\$567
Med. Rectangle (homepage) [†]	\$540	\$513	\$486	\$459	\$432	\$405	\$378
Super Tile	\$540	\$513	\$486	\$459	\$432	\$405	\$378
Pre-Roll Multimedia [†]	\$540	\$513	\$486	\$459	\$432	\$405	\$378
Standard Tile	\$432	\$410	\$389	\$367	\$346	\$324	\$302
Tower	\$432	\$410	\$389	\$367	\$346	\$324	\$302
Med. Rectangle (feature story)	\$432	\$410	\$389	\$367	\$346	\$324	\$302
Column Sponsorships	\$432	\$410	\$389	\$367	\$346	\$324	\$302
White Paper Sponsorships	\$432	\$410	\$389	\$367	\$346	\$324	\$302
E-Newsletter Ad Rates							
Banner ^{††}	\$1,260	\$1,197	\$1,134	\$1,071	\$1,008	\$945	\$882
Text only ^{††}	\$1,008	\$958	\$907	\$857	\$806	\$756	\$706
Tower ^{††}	\$1,008	\$958	\$907	\$857	\$806	\$756	\$706
Med. Rectangle ^{††}	\$1,260	\$1,197	\$1,134	\$1,071	\$1,008	\$945	\$882

ELECTRONIC AD SIZE SPECS

Web Ad Sizes

- Leaderboard Ad width is 728 x 90 pixels (Size limit is 65 KB)
- Skyscraper Ad width is 160 x 600 pixels (Size limit is 65 KB)
- Medium Rectangle Ad width is 300 x 250 pixels (Size limit is 65 KB) [†]
- Super Tile Ad width is 180 x 150 pixels (Size limit is 40 KB)
- Standard Tile Ad width is 120 x 90 pixels (Size limit is 25 KB)
- Tower Ad width is 120 x 240 pixels (Size limit is 35 KB)
- Column Sponsorship width is 300 x 250 pixels (Size limit is 65 KB)
- Pre-Roll Multimedia Ad width is 300 x 250 pixels (Size limit is 65 KB) [†]

E-newsletter Ad Sizes

- Tower Ad width is 120 x 240 pixels (Size limit is 35 KB) ^{††}
- Medium Rectangle Ad width is 300 x 250 pixels (Size limit is 65 KB) ^{††}
- Banner Ad width is 468 x 60 pixels (Size limit is 60 KB) ^{††}
- Text only (75 words max) (e-newsletter only) ^{††}

Web Site Ads

- All ads are posted for 30 days from date published.
- Include FREE link to your site or e-mail address.

E-newsletter Ads

- Include FREE link to your site or e-mail address.

Required Materials

- Supply GIF, JPEG files or clean scan-ready art. Our award-winning art department can create an ad (using your logo and/or graphics) in an electronic file format.
- All rates are subject to change.
- Video files must be hosted by the advertiser, and the initial load is limited to 65K. Video must be user-initiated. Video must include "Play", "Pause", "Stop", and "Mute" buttons. Maximum animation loop: 15 seconds.
- We cannot accept third party ads containing javascript for our e-newsletters.
- Please note that we cannot accept Flash-based file formats for e-newsletter ads.

[†] Along with .gif and animated .gif files, video files (.swf) can be accepted for this ad space.

^{††} Ad appears in one issue of e-newsletter—Call your rep for details.

PHONE: 610-278-1400, 800-355-5627 VISIT: www.advanceweb.com

EMAIL: sales@advanceweb.com 2900 Horizon Drive, King of Prussia, PA 19406

2010 E-BLAST ADVERTISING

RATES AND SPECIFICATIONS

advance
www.advancweb.com



Target your e-message
to qualified **ADVANCE**
subscribers today.

List Rental Rates

Type	Addresses	Rates (\$)
plain text	1-19,999	0.50 per address
graphics	1-19,999	0.60 per address
text or graphics	20,000-49,999	0.30 per address
text or graphics	50,000-99,999	0.25 per address
text or graphics	100,000+	0.23 per address

List Management Rates*

Type	Addresses	Rates (\$)
match/omit	1-2,499	250/list
match/omit	2,500+	500/list

* If client provides us with names only — and not unique email addresses — *ADVANCE* will exclude all names on the rental list that are the same/similar (ex. John Smith, Johnny Smith, J Smith, etc.) to ensure that the correct person is not included in the mailing.

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.

- All e-blasts are .html files
- Rates include design and build of .html file from client supplied components (text file, .jpeg or .tiff graphics)
- Rates are ad agency commissionable when .html file is supplied by ad agency
- List rental volume discounts are per specialty
- Lists cannot be combined to meet the minimum
 - Minimum order of \$750 per list based on net rates
 - Frequency of e-blasts combines with electronic ads for contract fulfillment
- Combine specialties for a \$250 fee to create combined lists/profiles each time list is rented
- A production fee of \$300 per ad will apply when client/agency supplied .pdf files require .html conversion

E-Blast Production Notes:

All .html files created by *ADVANCE* are built to be Outlook07 compatible, which targets the majority of email clients for best performance.

The *ADVANCE* production team will take every step possible to duplicate the look of the supplied .pdf files when converting to .html file; however, we reserve the right to alter the layout to adhere to Outlook07 guidelines.

CMYK print ads will be converted to RGB color standards. Note: Expect color variances between CMYK and RGB. RGB will typically have a brighter hue.

Provide all graphics as a .jpg or .tiff file at 72dpi at 100%.

Fonts will be substituted to conform to Web standard fonts that maximize the legibility of .html files.

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