

advance for HealthyAging

AGE MANAGEMENT MEDICINE FOR PHYSICIANS

2011 ADVERTISING RATES & SIZES

DISPLAY ADVERTISING



PRINT RATES: COLOR

Advertising Page Rates

	1X	3X	6X	12X	24X	36X	52X
Full Page	\$4,884	4,692	4,500	4,309	4,117	3,925	3,733
1/2-Island	\$4,076	3,925	3,773	3,622	3,471	3,320	3,168
1/2-Page	\$3,288	3,176	3,064	2,952	2,840	2,728	2,616
1/3-Island	\$2,948	2,853	2,759	2,664	2,569	2,474	2,379
1/3-Page	\$2,847	2,757	2,667	2,577	2,487	2,397	2,308
1/4-Page	\$2,333	2,269	2,205	2,141	2,076	2,012	1,948

Premium Cover Treatments†

Half-cover Gatefold	\$7,267
Specialty Cover Gatefolds	\$10,086
(6-page "Z", French Door, 8-page Step)	
Double Cover Wrap	\$18,544

†Call your rep for mock-ups, specifications and availability.

Position Rates (Non-cancellable)

Inside Front Cover	\$700 extra
Inside Back Cover	\$500 extra
Back Cover	\$850 extra
Opposite Table of Contents	\$350 extra
Other Preferred Positions	5% extra

Inserts

Earned rate for each page (side) plus production charges. Regional inserts accepted. Call for deadlines and specs.

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.

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

Call for black & white or additional color options.

PRODUCTS & SERVICES

MARKETPLACE ADVERTISING

Our marketplace section of classified advertisements is the perfect match for advertisers with smaller budgets. Each issue of *ADVANCE for Healthy Aging* features this high-interest section, also reserved for marketing products and services such as:

- Business Opportunities
- Educational Products
- Used Equipment (to buy, sell or lease)
- Marketing Resources
- Financial Assistance
- Office Furnishings

Marketplace Rates

	1X	3X	6X	12X
1/3-Std	\$2,442	2,320	2,198	2,076
1/6-Std	\$1,644	1,562	1,480	1,397
1/12-Std	\$1,166	1,108	1,049	991
1/24-Std	\$583	554	525	496

Marketplace ads must be prepaid.

PRINT AD SIZE SPECS

Sizes

*Full-Page Spread (Bleed)	17 1/2" x 11 3/8"
Trim	17" x 10 7/8"
**1/2-Page Spread (Bleed)	17 1/2" x 5 1/2"
Trim	17" x 5 1/4"
**Ad jogs to footer, bleed face and foot	
Full-Page (Bleed)	9" x 11 3/8"
Trim	8 1/2" x 10 7/8"
Text safety 1/2" 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 Island	3 5/8" x 6 1/2"
1/3-Page Vertical	2 3/8" x 10"
1/3-Page Standard	4 3/4" x 4 3/4"
1/4-Page Standard	3 5/8" x 4 7/8"

* Digital Spread — Not gutter gap, provide single page doc.

MARKETPLACE ADVERTISING

Ad Dimensions

1/3-Standard - 4 3/4" x 4 3/4"
1/6-Standard - 2 3/8" x 4 3/4"
1/12-Standard - 2 3/8" x 2 1/4"
1/24-Standard - 2 3/8" x 1"



ELECTRONIC RATES

Website Ad Rates	1X	3X	6X	12X	26X	39X	52X
Skyscraper	\$3,058	\$2,905	\$2,752	\$2,599	\$2,446	\$2,293	\$2,140
Expandable Skyscraper							
Expandable Leaderboard							
Leaderboard	\$1,747	\$1,660	\$1,572	\$1,485	\$1,398	\$1,310	\$1,223
Super Tile							
Medium Rectangle,							
Medium Rectangle (targeted)							
Standard Tile	\$1,398	\$1,328	\$1,258	\$1,188	\$1,118	\$1,048	\$978
Tower							
Column Sponsorships*							
White Paper Sponsorships							
Video/Multimedia Options	1X	3X	6X	12X	26X	39X	52X
Pre-roll Video	\$1,398	\$1,328	\$1,258	\$1,188	\$1,118	\$1,048	\$978
Pre-podcast Image (targeted)							
Pre-roll Video (targeted)	\$1,747	\$1,660	\$1,572	\$1,485	\$1,398	\$1,310	\$1,223
Pre-podcast Video (targeted)							
Video Ad (targeted)							
Video Ad (standalone)							
Blogs and Forum Community Ad Rates	1X	3X	6X	12X	26X	39X	52X
Leaderboard	\$1,398	\$1,328	\$1,258	\$1,188	\$1,118	\$1,048	\$978
Specialty Page Ad Rates**	1X	3X	6X	12X	26X	39X	52X
Skyscraper	\$891	\$846	\$802	\$757	\$713	\$668	\$624
Expandable Skyscraper							
Expandable Leaderboard							
Leaderboard	\$594	\$564	\$535	\$505	\$475	\$446	\$416
Super Tile							
Medium Rectangle							
Standard Tile	\$475	\$451	\$428	\$404	\$380	\$356	\$333
Tower							
E-Newsletter Ad Rates	1X	3X	6X	12X	26X	39X	52X
Leaderboard	\$1,196	\$1,136	\$1,076	\$1,017	\$957	\$897	\$837
Medium Rectangle							
Text only	\$957	\$909	\$861	\$813	\$765	\$718	\$670

ELECTRONIC AD SIZE SPECS

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)
- Super Tile Ad width is 180 x 150 pixels (Size limit is 40 KB)
- Medium Rectangle Ad width is 300 x 250 pixels (Size limit is 65 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-podcast Image (podcast targeted) width is 300 x 250 pixels (Size limit is 65KB)
- Text e-newsletter only (75 words max)
- Expandable leaderboard ad is 728x90 pixels with a fully expanded size of 728x315 pixels. Ad expands below. The initial download file size limit is 40KB, plus 50KB for each panel, maximum # of panels is 4. Secondary (Polite) download size limit is 2MB and must be user-initiated. Ads must be provided through 3rd party rich media ad tags.
- Expandable skyscraper ad is 160x600 pixels with a fully expanded size of 400x600 pixels. Ad expands left. The initial download file size limit is 40KB, plus 50KB for each panel, maximum # of panels is 4. Secondary (Polite) download size limit is 2MB and must be user-initiated. Ads must be provided through 3rd party rich media ad tags.

Website 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. Ad appears in one issue of e-newsletter.

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.
- We cannot accept third party ads containing javascript for our e-newsletters.
- We cannot accept Flash-based file formats for e-newsletter ads.
- We accept .mp4 or .flv files for our video ad types. Requirements and restrictions may vary. Contact your rep for details.

* Other content areas available for sponsorship

** Includes Specialty and Regional Areas, Resource Directories, New Grad/Student Centers and all other centers. Medium rectangles are only available for Specialty and Regional Areas and Resource Directories.

2011 E-BLAST ADVERTISING

RATES AND SPECIFICATIONS

advance
www.advancweb.com



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

List Rental Rates

Addresses	Rates (\$)
1-19,999	0.50 per address
20,000-49,999	0.25 per address
50,000-99,999	0.22 per address
100,000+	0.20 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 \$500 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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