

Advertising Rates

2009

B/W Rates			
Size	1x	3x	6x
Covers*	\$816	\$795	\$715
Full Page	\$710	\$691	\$653
1/2 H or V	\$602	\$583	\$546
1/3 H or V	\$536	\$517	\$483
1/4 H or V	\$473	\$454	\$420
1/6	\$309	\$288	\$254
1/8 Bus. Card	\$110	\$102	\$95

Four-Color Rates			
Size	1x	3x	6x
Covers*	\$1,062	\$1,033	\$977
Full Page	\$923	\$898	\$849

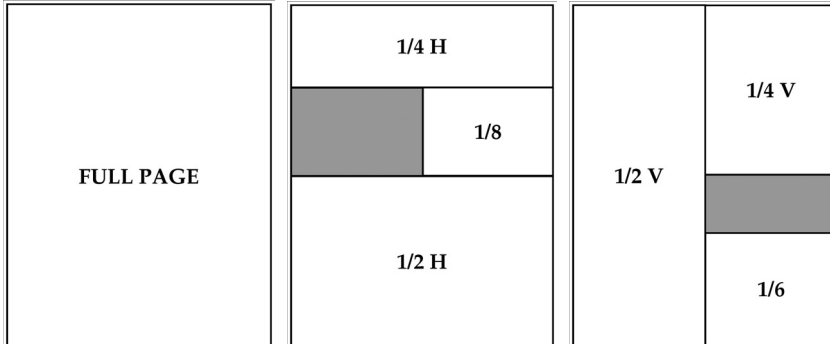
* Covers – Back cover, inside front cover, inside back cover

Second Color (Red on B/W pages) – Add 10%

Preferred Placement (other than covers) – Add 15%
(Back cover, inside front cover, inside back cover, preferred placement inside)

Classified Ads – Members: \$40 per insertion first 30 words; 25 cents each additional word. Nonmembers: \$50 per insertion first 30 words; 25 cents each additional word. **Journal Listing** – \$40 each

Sizes & Specifications



Size	Dimensions (Inches) W x H
Full	7 - 1/2 x 9 - 5/8
1/2 H	7 - 1/2 x 4 - 11/16
1/2 V	3 - 5/8 x 9 - 5/8
1/3 V	3 - 5/8 x 6
1/4 H	7 - 1/2 x 2
1/4 V	3 - 5/8 x 4 - 11/16
1/6	3 - 5/8 x 3
1/8 Bus. Card	3 - 1/2 x 2

Artwork & Printing

- Submit artwork in electronic form via e-mail or on disk. Acceptable formats: PDF, InDesign, Pagemaker, Quark, Illustrator, Publisher. Photos should be at least 300 dpi.
- We can prepare your artwork for additional charge. Please call for quote.
- Printed sheet-fed offset. Binding is saddle stitched.
- Trim size 8-1/2 x 11 in.; bleed size 8-5/8 x 11 1/4 in.
- Full-Color Ads: Send artwork in 4-color process

Credit Policy:

Payment is requested for the first insertion of advertisers and agencies that have not previously used our services.

Commissions:

The above rates are net, non-commissionable.

Additional Details:

- Closing date for space reservations and camera-ready copy is the first of the preceding month.
- To receive frequency discounts, advertising must appear within a 12-month period.
- Cancellations must be in writing and received by the copy deadline.
- Cancelled contracts will be re-billed at the single insertion rate for the number of advertisements that have been published.
- The publisher is not responsible for any errors in approved proofs.
- *St. Louis Metropolitan Medicine* reserves the right to refuse advertisements for publication.