

Advertising Rates

2010

| B/W Rates | | | |
|---------------|-------|-------|-------|
| Size | 1x | 3x | 6x |
| Covers* | \$816 | \$795 | \$751 |
| 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 |

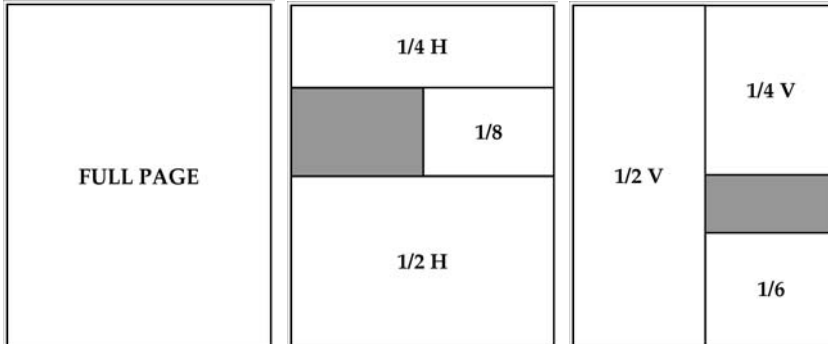
* Covers – Back cover, inside front cover, inside back cover

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.

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.