

SLEEP DIAGNOSIS AND THERAPY

B/W Rates and Requirements for Inserts

Full Page

1/4 V

1/2 H

1/2 V

MECHANICAL REQUIREMENTS

	Vertical (V)		Horizontal (H)	
	Width	Height	Width	Height
Full Page (Trim).....	8-1/8"	10-7/8"		
1/2 page.....	3-1/2"	9-7/8"	7-1/2"	4-7/8"
1/4 page.....	3-1/2"	4-7/8"		

Trim Size: 8-1/8" x 10-7/8", Bleed: 8-3/8" x 11-1/8"

Earned Black & White Rates

	1 Time	3 Times	6 Times	8 Times
1 page	\$1,865	\$1,820	\$1,720	\$1,650
1/2 page	\$1,180	\$1,160	\$1,130	\$1,075
1/4 page	\$715	\$710	\$680	\$640

Insert Information

2-Page Insert: 2 times earned B/W page rate. | Size: 8-1/4"x11-1/16"

4-Page Insert: 4 times earned B/W page rate. | Size: Folded: 8-1/4"x11-1/16"

Issuance and Closing

Issue Date	Ad Close date	Materials Due Date
January	12/14/18	12/21/18
February	01/11/19	01/18/19
March/April	02/08/19	02/15/19
May	04/13/18	04/12/19
June/July	05/10/19	05/17/19
August	07/12/19	07/19/19
September/October	08/09/19	08/16/19
November/December	10/11/19	10/18/19

Agency Commissions: 15% of gross to recognized agencies

PRODUCTION REQUIREMENTS We accept PDFs that have been Press Optimized (CMYK-US Web Coated SWOP v2), as well as files from the following application programs: Quark Xpress, InDesign, Illustrator, Freehand (version 10 or lower). 1/4inch bleed all around for Full Page ads. All images at 300 dpi CMYK. Supply support files and fonts when submitting native files.

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