

Cardiology News®

2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

Black & White Rates

| Page Size | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 72x | 120x | 240x | 288x | 396x | 504x |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| King | \$5,385 | \$5,285 | \$5,150 | \$5,070 | \$4,995 | \$4,955 | \$4,910 | \$4,845 | \$4,805 | \$4,710 | \$4,630 | \$4,555 | \$4,450 |
| 3/4 Page | 5,030 | 4,940 | 4,805 | 4,750 | 4,655 | 4,625 | 4,585 | 4,510 | 4,435 | 4,295 | 4,215 | 4,065 | 4,000 |
| Island Page | 4,060 | 3,985 | 3,885 | 3,825 | 3,760 | 3,740 | 3,700 | 3,650 | 3,615 | 3,560 | 3,490 | 3,425 | 3,350 |
| 1/2 page | 3,930 | 3,855 | 3,755 | 3,705 | 3,650 | 3,610 | 3,590 | 3,545 | 3,510 | 3,435 | 3,365 | 3,300 | 3,245 |
| 1/4 Page | 2,020 | 1,980 | 1,945 | 1,915 | 1,880 | 1,865 | 1,840 | 1,815 | 1,775 | 1,740 | 1,705 | 1,635 | 1,605 |

Black-and-White (ROB) + 4-Color Rates

| Page Size | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 72x | 120x | 240x | 288x | 396x | 504x |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| King | \$7,630 | \$7,530 | \$7,395 | \$7,315 | \$7,240 | \$7,200 | \$7,155 | \$7,090 | \$7,050 | \$6,955 | \$6,875 | \$6,800 | \$6,695 |
| 3/4 Page | 7,275 | 7,185 | 7,050 | 6,995 | 6,900 | 6,870 | 6,830 | 6,755 | 6,680 | 6,540 | 6,460 | 6,310 | 6,245 |
| Island Page | 6,305 | 6,230 | 6,130 | 6,070 | 6,005 | 5,985 | 5,945 | 5,895 | 5,860 | 5,805 | 5,735 | 5,670 | 5,595 |
| 1/2 Page | 6,175 | 6,100 | 6,000 | 5,950 | 5,895 | 5,855 | 5,835 | 5,790 | 5,755 | 5,680 | 5,610 | 5,545 | 5,490 |
| 1/4 Page | 4,265 | 4,225 | 4,190 | 4,160 | 4,125 | 4,110 | 4,085 | 4,060 | 4,020 | 3,985 | 3,950 | 3,880 | 3,850 |

Insert Rates

| Page size | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 72x | 120x | 240x | 288x | 396x | 504x |
|---------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 2-Page A-size | \$8,360 | \$8,205 | \$8,000 | \$7,880 | \$7,750 | \$7,705 | \$7,615 | \$7,520 | \$7,450 | \$7,330 | \$7,190 | \$7,060 | \$6,895 |
| 2-Page King | 11,105 | 10,885 | 10,610 | 10,435 | 10,295 | 10,205 | 10,110 | 9,985 | 9,900 | 9,705 | 9,540 | 9,375 | 9,165 |
| 4-Page A-size | 16,720 | 16,415 | 15,995 | 15,760 | 15,495 | 15,410 | 15,235 | 15,040 | 14,905 | 14,665 | 14,380 | 14,120 | 13,790 |
| 4-Page King | 22,205 | 21,770 | 21,225 | 20,875 | 20,585 | 20,410 | 20,215 | 19,975 | 19,800 | 19,410 | 19,080 | 18,750 | 18,340 |
| 6-Page A-size | 25,080 | 24,615 | 24,000 | 23,640 | 23,240 | 23,115 | 22,845 | 22,555 | 22,355 | 21,995 | 21,570 | 21,175 | 20,690 |
| 6-Page King | 33,305 | 32,650 | 31,830 | 31,305 | 30,885 | 30,615 | 30,330 | 29,965 | 29,700 | 29,115 | 28,620 | 28,125 | 27,505 |
| 8-Page A-size | 33,440 | 32,825 | 31,995 | 31,515 | 30,990 | 30,810 | 30,460 | 30,070 | 29,815 | 29,330 | 28,765 | 28,235 | 27,580 |
| 8-Page King | 44,410 | 43,535 | 42,440 | 41,740 | 41,175 | 40,825 | 40,435 | 39,950 | 39,600 | 38,815 | 38,160 | 37,500 | 36,670 |

Color Rates (In addition to black & white rates)

| | |
|-------------------|---------|
| Standard color | \$885 |
| Matched color | \$1,230 |
| Metallic ink | \$180 |
| Four Color Rates | \$2,245 |
| Fifth Color Rates | \$3,515 |

Special Positions

| |
|---|
| Page 3 – Earned king rate + 30% (plus color) |
| Fourth Cover – Earned king rate + 60% (plus color) |
| Center Spread – Earned king rate + 25% (plus color) |
| Please consult account manager for additional special positions. |
| BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge. |

PRINT ADVERTISING CONTACT INFORMATION

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| Valerie Bednarz, Account Manager 973-206-8954 vbednarz@frontlinemedcom.com | INSERTION ORDERS: Joan Friedman, Mgr. Financial Advertising Svcs. 973-290-8211 jfriedman@frontlinemedcom.com |
| Mike Guire, VP Sales 973-290-8224 mguire@frontlinemedcom.com | PRODUCTION: Rebecca Slebodnik, Director Production Manufacturing 240-221-2417 rslebodnik@frontlinemedcom.com |

FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER