

# CLEVELAND CLINIC JOURNAL OF MEDICINE

## 2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

### BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
Full Page	\$6,780	\$6,675	\$6,600	\$6,400	\$6,205	\$5,840	\$5,745	\$5,630	\$5,525	\$5,415	\$5,315	\$5,210	\$5,150	\$5,095	\$5,045
1/2 Page	4,405	4,340	4,290	4,160	4,030	3,795	3,735	3,735	3,735	3,735	3,735	3,735	3,735	3,735	3,735

### BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
Full Page	\$9,684	\$9,579	\$9,504	\$9,304	\$9,109	\$8,744	\$8,649	\$8,534	\$8,429	\$8,319	\$8,219	\$8,114	\$8,054	\$7,999	\$7,949
1/2 Page	7,309	7,244	7,194	7,064	6,934	6,699	6,639	6,639	6,639	6,639	6,639	6,639	6,639	6,639	6,639

### INSERT RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2 Page Insert	\$13,560	\$13,350	\$13,200	\$12,800	\$12,410	\$11,680	\$11,490	\$11,260	\$11,050	\$10,830	\$10,630	\$10,420	\$10,300	\$10,190	\$10,090
4 Page Insert	27,120	26,700	26,400	25,600	24,820	23,360	22,980	22,520	22,100	21,660	21,260	20,840	20,600	20,380	20,180
6 Page Insert	40,680	40,050	39,600	38,400	37,230	35,040	34,470	33,780	33,150	32,490	31,890	31,260	30,900	30,570	30,270
8 Page Insert	54,240	53,400	52,800	51,200	49,640	46,720	45,960	45,040	44,200	43,320	42,520	41,680	41,200	40,760	40,360
10 Page Insert	67,800	66,750	66,000	64,000	62,050	58,400	57,450	56,300	55,250	54,150	53,150	52,100	51,500	50,950	50,450

### COLOR RATES

Standard color	\$1,093
Matched color	\$1,683
Matched color metallic	\$2,690
Three & Four color	\$2,904
Five color	\$4,622

### Preferred position charges:

Cover 2: BW rate + 35%
Cover 3: BW rate + 10%
Cover 4: BW rate + 50%
Opposite TOC 1 and TOC 2: BW rate + 15%
Opposite editorial: BW rate + 10%
Other: BW rate + 10%

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**FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER**