

Clinical Endocrinology 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	\$4,435	\$4,415	\$4,395	\$4,365	\$4,335	\$4,290	\$4,255	\$4,210	\$4,160	\$4,105	\$4,045	\$3,990	\$3,920
3/4 Page	4,070	4,045	4,020	3,995	3,960	3,915	3,885	3,845	3,790	3,725	3,680	3,615	3,550
Island Page	3,730	3,715	3,695	3,670	3,635	3,580	3,545	3,510	3,460	3,395	3,350	3,285	3,225
1/2 page	3,400	3,385	3,360	3,335	3,290	3,245	3,220	3,180	3,120	3,055	3,010	2,955	2,895
1/4 Page	3,110	3,090	3,055	3,035	3,000	2,975	2,945	2,910	2,860	2,805	2,770	2,720	2,655

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$6,790	\$6,770	\$6,750	\$6,720	\$6,690	\$6,645	\$6,610	\$6,565	\$6,515	\$6,460	\$6,400	\$6,345	\$6,275
3/4 Page	6,425	6,400	6,375	6,350	6,315	6,270	6,240	6,200	6,145	6,080	6,035	5,970	5,905
Island Page	6,085	6,070	6,050	6,025	5,990	5,935	5,900	5,865	5,815	5,750	5,705	5,640	5,580
1/2 page	5,755	5,740	5,715	5,690	5,645	5,600	5,575	5,535	5,475	5,410	5,365	5,310	5,250
1/4 Page	5,465	5,445	5,410	5,390	5,355	5,330	5,300	5,265	5,215	5,160	5,125	5,075	5,010

Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$7,680	\$7,650	\$7,605	\$7,565	\$7,485	\$7,380	\$7,300	\$7,235	\$7,120	\$6,995	\$6,895	\$6,760	\$6,645
2-Page King	9,135	9,090	9,050	8,990	8,925	8,845	8,765	8,665	8,565	8,455	8,330	8,215	8,075
4-Page A-size	15,360	15,300	15,215	15,125	14,970	14,750	14,600	14,465	14,250	13,985	13,790	13,530	13,285
4-Page King	18,265	18,185	18,090	17,990	17,855	17,680	17,525	17,330	17,135	16,920	16,650	16,435	16,150
6-Page A-size	23,045	22,950	22,815	22,685	22,455	22,130	21,900	21,700	21,375	20,980	20,690	20,290	19,930
6-Page King	27,405	27,275	27,145	26,980	26,780	26,525	26,290	25,995	25,700	25,370	24,980	24,650	24,225
8-Page A-size	30,730	30,595	30,420	30,245	29,935	29,505	29,195	28,940	28,495	27,975	27,580	27,060	26,575
8-Page King	36,545	36,370	36,195	35,975	35,710	35,360	35,050	34,660	34,270	33,830	33,305	32,865	32,300

Color Rates (In addition to black & white rates)

Standard color	\$825
Matched color	\$1,050
Metallic ink	\$175
Four Color rates	\$2,355
Fifth Color Rates	\$3,660

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.

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER