



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	60x	72x	96x	120x	144x
Full Page	\$4,010	\$3,855	\$3,680	\$3,605	\$3,485	\$3,455	\$3,330	\$3,215	\$3,130	\$3,050	\$2,975
2/3 Page	3,125	3,005	2,875	2,870	2,830	2,765	2,680	2,585	2,520	2,450	2,400
1/2 Page	2,655	2,550	2,445	2,440	2,405	2,350	2,275	2,200	2,130	2,090	2,050
1/3 Page	1,985	1,910	1,830	1,825	1,795	1,765	1,695	1,645	1,605	1,565	1,525

BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$5,925	\$5,770	\$5,595	\$5,520	\$5,400	\$5,370	\$5,245	\$5,130	\$5,045	\$4,965	\$4,890
2/3 Page	5,040	4,920	4,790	4,785	4,745	4,680	4,595	4,500	4,435	4,365	4,315
1/2 Page	4,570	4,465	4,360	4,355	4,320	4,265	4,190	4,115	4,045	4,005	3,965
1/3 Page	3,900	3,825	3,745	3,740	3,710	3,680	3,610	3,560	3,520	3,480	3,440

INSERT RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$9,575	\$9,235	\$8,900	\$8,885	\$8,775	\$8,620	\$8,505	\$8,405	\$8,330	\$8,265	\$8,195
4 Page Insert	17,625	16,965	16,300	16,270	16,160	15,750	15,635	15,530	15,460	15,395	15,325
6 Page Insert	N/A	25,030	24,040	23,980	23,870	23,195	23,090	22,980	22,910	22,845	22,770
8 Page Insert	N/A	32,760	31,440	31,375	31,270	30,335	30,225	30,120	30,050	29,980	29,910
10 Page Insert	N/A	41,180	39,515	39,430	39,330	38,110	38,005	37,895	37,830	37,760	37,690
12 Page Insert	N/A	N/A	46,920	46,830	46,715	45,245	45,140	45,030	44,965	44,895	44,825
16 Page Insert	N/A	N/A	61,725	61,590	61,480	59,500	59,400	59,290	59,220	59,145	59,080
24 Page Insert	N/A	N/A	N/A	91,140	91,025	88,030	87,925	87,820	87,755	87,685	87,610

COLOR RATES

Standard color	\$765
Matched color	\$1,035
Matched color metallic	\$1,075
Three & Four color	\$1,915
Five color	\$2,950

POSITIONS

2nd cover	Earned rate plus 25% premium and color charge.
4th cover	Earned rate plus 50% premium and color charge. Sold in combination with 3rd cover only.
Page facing "Diagnosis at a Glance"	Earned rate plus 10% premium and color charge.
Opp T of C	Earned rate plus 10% premium and color charge.

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER