

Family Practice News®

2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	\$16,080	\$15,430	\$14,905	\$14,365	\$14,005	\$13,585	\$13,325	\$13,190	\$13,050	\$12,890	\$12,730	\$12,575	\$12,415	\$12,225	\$11,990
3/4 Page	14,655	13,930	12,945	12,335	12,210	12,040	11,715	11,560	11,420	11,270	11,115	10,965	10,825	10,510	10,370
Island Page	11,270	10,800	10,395	9,940	9,760	9,515	9,325	9,225	9,125	9,015	8,900	8,795	8,675	8,555	8,365
1/2 page	11,150	10,700	10,320	9,845	9,710	9,410	9,095	8,995	8,900	8,775	8,645	8,525	8,420	8,175	8,060
1/4 Page	5,710	5,425	5,015	4,765	4,735	4,660	4,555	4,490	4,440	4,385	4,320	4,270	4,190	4,085	4,005

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

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	\$19,295	\$18,645	\$18,120	\$17,580	\$17,220	\$16,800	\$16,540	\$16,405	\$16,265	\$16,105	\$15,945	\$15,790	\$15,630	\$15,440	\$15,205
3/4 Page	17,870	17,145	16,160	15,550	15,425	15,255	14,930	14,775	14,635	14,485	14,330	14,180	14,040	13,725	13,585
Island Page	14,485	14,015	13,610	13,155	12,975	12,730	12,540	12,440	12,340	12,230	12,115	12,010	11,890	11,770	11,580
1/2 page	14,365	13,915	13,535	13,060	12,925	12,625	12,310	12,210	12,115	11,990	11,860	11,740	11,635	11,390	11,275
1/4 Page	8,925	8,640	8,230	7,980	7,950	7,875	7,770	7,705	7,655	7,600	7,535	7,485	7,405	7,300	7,220

Insert Rates

Page size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	\$23,205	\$22,250	\$21,410	\$20,475	\$20,105	\$19,605	\$19,210	\$19,020	\$18,790	\$18,605	\$18,420	\$18,115	\$17,865	\$17,630	\$17,230
2-Page King	33,120	31,790	30,710	29,585	28,845	27,985	27,450	27,175	26,885	26,615	26,345	25,910	25,580	25,185	24,700
4-Page A-size	46,420	44,495	42,810	40,960	40,210	39,205	38,420	38,040	37,590	37,210	36,840	36,235	35,730	35,250	34,465
4-Page King	66,245	63,575	61,410	59,185	57,695	55,970	54,895	54,350	53,760	53,225	52,695	51,820	51,160	50,375	49,390
6-Page A-size	69,630	66,740	64,220	61,430	60,315	58,815	57,630	57,050	56,385	55,825	55,270	54,350	53,595	52,875	51,695
6-Page King	99,365	95,365	92,120	88,770	86,540	83,955	82,350	81,525	80,645	79,840	79,035	77,730	76,740	75,560	74,090
8-Page A-size	92,840	88,990	85,625	81,910	80,430	78,415	76,845	76,070	75,180	74,430	73,685	72,470	71,460	70,505	68,930
8-Page King	132,480	127,150	122,820	118,360	115,395	111,940	109,800	108,700	107,520	106,445	105,380	103,635	102,325	100,750	98,780

Color Rates (In addition to black & white rates)

Standard color	\$1,315
Matched color	\$1,550
Metallic ink	\$1,850
Four Color Rates	\$3,215
Fifth Color Rates	\$4,965

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