

Ob.Gyn. 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 | \$8,925 | \$8,750 | \$8,400 | \$8,225 | \$8,040 | \$7,970 | \$7,855 | \$7,575 | \$7,250 | \$6,875 | \$6,680 | \$6,495 | \$6,320 |
| 3/4 Page | 8,125 | 7,885 | 7,610 | 7,420 | 7,305 | 7,275 | 7,190 | 7,005 | 6,690 | 6,070 | 5,955 | 5,845 | 5,555 |
| Island Page | 6,655 | 6,360 | 6,105 | 5,935 | 5,845 | 5,790 | 5,680 | 5,455 | 5,215 | 4,940 | 4,810 | 4,680 | 4,555 |
| 1/2 page | 6,515 | 6,300 | 6,085 | 5,905 | 5,745 | 5,695 | 5,640 | 5,415 | 5,190 | 4,795 | 4,740 | 4,600 | 4,435 |
| 1/4 Page | 3,270 | 3,160 | 3,040 | 2,970 | 2,860 | 2,845 | 2,830 | 2,700 | 2,605 | 2,405 | 2,380 | 2,330 | 2,220 |

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

| Page Size | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 72x | 120x | 240x | 288x | 396x | 504x |
|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| King | \$12,635 | \$12,460 | \$12,110 | \$11,935 | \$11,750 | \$11,680 | \$11,565 | \$11,285 | \$10,960 | \$10,585 | \$10,390 | \$10,205 | \$10,030 |
| 3/4 Page | 11,835 | 11,595 | 11,320 | 11,130 | 11,015 | 10,985 | 10,900 | 10,715 | 10,400 | 9,780 | 9,665 | 9,555 | 9,265 |
| Island Page | 10,365 | 10,070 | 9,815 | 9,645 | 9,555 | 9,500 | 9,390 | 9,165 | 8,925 | 8,650 | 8,520 | 8,390 | 8,265 |
| 1/2 page | 10,225 | 10,010 | 9,795 | 9,615 | 9,455 | 9,405 | 9,350 | 9,125 | 8,900 | 8,505 | 8,450 | 8,310 | 8,145 |
| 1/4 Page | 6,980 | 6,870 | 6,750 | 6,680 | 6,570 | 6,555 | 6,540 | 6,410 | 6,315 | 6,115 | 6,090 | 6,040 | 5,930 |

Insert Rates

| Page size | 1x | 3x | 6x | 12x | 24x | 36x | 48x | 72x | 120x | 240x | 288x | 396x | 504x |
|---------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|---------|---------|
| 2-Page A-size | \$13,710 | \$13,105 | \$12,575 | \$12,230 | \$12,045 | \$11,925 | \$11,710 | \$11,240 | \$10,745 | \$10,180 | \$9,915 | \$9,640 | \$9,385 |
| 2-Page King | 18,385 | 18,030 | 17,305 | 16,945 | 16,560 | 16,415 | 16,175 | 15,605 | 14,945 | 14,170 | 13,765 | 13,380 | 13,015 |
| 4-Page A-size | 27,425 | 26,210 | 25,150 | 24,460 | 24,090 | 23,850 | 23,420 | 22,485 | 21,490 | 20,365 | 19,825 | 19,285 | 18,765 |
| 4-Page King | 36,770 | 36,055 | 34,610 | 33,895 | 33,115 | 32,835 | 32,355 | 31,205 | 29,890 | 28,330 | 27,530 | 26,770 | 26,035 |
| 6-Page A-size | 41,130 | 39,315 | 37,720 | 36,680 | 36,130 | 35,770 | 35,130 | 33,730 | 32,235 | 30,545 | 29,740 | 28,920 | 28,145 |
| 6-Page King | 55,155 | 54,085 | 51,910 | 50,835 | 49,670 | 49,245 | 48,530 | 46,815 | 44,835 | 42,500 | 41,295 | 40,155 | 39,055 |
| 8-Page A-size | 54,840 | 52,420 | 50,295 | 48,910 | 48,175 | 47,695 | 46,835 | 44,970 | 42,980 | 40,735 | 39,645 | 38,565 | 37,525 |
| 8-Page King | 73,540 | 72,115 | 69,210 | 67,785 | 66,225 | 65,665 | 64,715 | 62,415 | 59,770 | 56,660 | 55,055 | 53,545 | 52,070 |

Color Rates (In addition to black & white rates)

| | |
|-------------------|---------|
| Standard color | \$1,405 |
| Matched color | \$1,570 |
| Metallic ink | \$180 |
| Four Color Rates | \$3,710 |
| Fifth Color Rates | \$5,360 |

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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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER