

# Pediatric News<sup>®</sup>

## 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	\$6,590	\$6,525	\$6,410	\$6,370	\$6,225	\$6,125	\$5,995	\$5,935	\$5,840	\$5,795	\$5,705	\$5,630	\$5,540
3/4 Page	6,175	6,105	6,025	5,905	5,750	5,610	5,445	5,375	5,275	5,180	5,010	4,925	4,875
Island Page	4,860	4,805	4,725	4,635	4,455	4,370	4,265	4,160	4,120	4,090	3,990	3,930	3,895
1/2 page	4,750	4,690	4,610	4,530	4,295	4,235	4,150	4,060	3,985	3,930	3,890	3,795	3,760
1/4 Page	2,390	2,350	2,325	2,290	2,150	2,130	2,105	1,995	1,980	1,940	1,930	1,915	1,885

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$9,580	\$9,515	\$9,400	\$9,360	\$9,215	\$9,115	\$8,985	\$8,925	\$8,830	\$8,785	\$8,695	\$8,620	\$8,530
3/4 Page	9,165	9,095	9,015	8,895	8,740	8,600	8,435	8,365	8,265	8,170	8,000	7,915	7,865
Island Page	7,850	7,795	7,715	7,625	7,445	7,360	7,255	7,150	7,110	7,080	6,980	6,920	6,885
1/2 page	7,740	7,680	7,600	7,520	7,285	7,225	7,140	7,050	6,975	6,920	6,880	6,785	6,750
1/4 Page	5,380	5,340	5,315	5,280	5,140	5,120	5,095	4,985	4,970	4,930	4,920	4,905	4,875

### Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$10,010	\$9,905	\$9,730	\$9,555	\$9,185	\$9,000	\$8,785	\$8,575	\$8,480	\$8,430	\$8,215	\$8,105	\$8,035
2-Page King	13,565	13,445	13,200	13,125	12,820	12,615	12,345	12,230	12,035	11,935	11,750	11,595	11,405
4-Page A-size	20,020	19,805	19,455	19,110	18,375	18,010	17,570	17,140	16,970	16,855	16,425	16,215	16,060
4-Page King	27,135	26,880	26,405	26,255	25,645	25,235	24,695	24,460	24,060	23,870	23,500	23,205	22,805
6-Page A-size	30,035	29,710	29,185	28,665	27,560	27,010	26,360	25,715	25,450	25,285	24,645	24,315	24,090
6-Page King	40,715	40,320	39,605	39,375	38,470	37,850	37,040	36,680	36,100	35,810	35,250	34,800	34,215
8-Page A-size	40,040	39,605	38,915	38,220	36,750	36,015	35,150	34,280	33,935	33,720	32,855	32,420	32,115
8-Page King	54,280	53,760	52,810	52,505	51,290	50,470	49,390	48,910	48,135	47,745	47,005	46,400	45,625

### Color Rates (In addition to black & white rates)

Standard color	\$1,045
Matched color	\$1,390
Metallic ink	\$185
Four Color Rates	\$2,990
Fifth Color Rates	\$4,250

### 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 sales representative 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