



# THORACIC SURGERY NEWS

THE OFFICIAL NEWSPAPER OF THE AMERICAN ASSOCIATION FOR THORACIC SURGERY

## 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	\$3,210	\$3,065	\$2,975	\$2,925	\$2,795	\$2,700	\$2,585	\$2,465	\$2,465	\$2,465	\$2,465	\$2,465	\$2,465
3/4 Page	2,940	2,795	2,670	2,545	2,430	2,330	2,220	2,125	2,125	2,125	2,125	2,125	2,125
Island Page	2,695	2,580	2,475	2,355	2,255	2,180	2,105	1,990	1,990	1,990	1,990	1,990	1,990
1/2 page	2,340	2,240	2,165	2,045	1,945	1,850	1,760	1,675	1,675	1,675	1,675	1,675	1,675
1/4 Page	1,395	1,350	1,330	1,305	1,270	1,270	1,270	1,270	1,270	1,270	1,270	1,270	1,270

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$5,315	\$5,170	\$5,080	\$5,030	\$4,900	\$4,805	\$4,690	\$4,570	\$4,570	\$4,570	\$4,570	\$4,570	\$4,570
3/4 Page	5,045	4,900	4,775	4,650	4,535	4,435	4,325	4,230	4,230	4,230	4,230	4,230	4,230
Island Page	4,800	4,685	4,580	4,460	4,360	4,285	4,210	4,095	4,095	4,095	4,095	4,095	4,095
1/2 page	4,445	4,345	4,270	4,150	4,050	3,955	3,865	3,780	3,780	3,780	3,780	3,780	3,780
1/4 Page	3,500	3,455	3,435	3,410	3,375	3,375	3,375	3,375	3,375	3,375	3,375	3,375	3,375

### Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$5,545	\$5,310	\$5,105	\$4,850	\$4,645	\$4,490	\$4,340	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100
2-Page King	6,605	6,320	6,135	6,020	5,765	5,560	5,320	5,085	5,085	5,085	5,085	5,085	5,085
4-Page A-size	11,105	10,620	10,205	9,705	9,290	8,980	8,680	8,195	8,195	8,195	8,195	8,195	8,195
4-Page King	13,225	12,630	12,255	12,040	11,515	11,125	10,640	10,160	10,160	10,160	10,160	10,160	10,160
6-Page A-size	16,650	15,930	15,310	14,555	13,935	13,470	13,015	12,300	12,300	12,300	12,300	12,300	12,300
6-Page King	19,835	18,945	18,390	18,060	17,280	16,685	15,965	15,245	15,245	15,245	15,245	15,245	15,245
8-Page A-size	22,205	21,245	20,410	19,410	18,575	17,970	17,350	16,390	16,390	16,390	16,390	16,390	16,390
8-Page King	26,445	25,265	24,525	24,080	23,030	22,250	21,285	20,325	20,325	20,325	20,325	20,325	20,325

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

Standard color	\$1,155
Matched color	\$1,295
Metallic ink	\$170
Four Color Rates	\$2,105
Fifth Color Rates	\$3,230

### 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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