



Official Newspaper of the American College of Surgeons

ACS Surgery News

2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

ROB Black-and-White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$9,515	\$9,195	\$9,140	\$8,595	\$8,470	\$8,390	\$7,745	\$7,680	\$7,660	\$7,585	\$7,545	\$7,545	\$7,545
3/4 Page	9,150	8,765	8,735	8,065	8,015	7,975	7,350	7,285	7,260	7,205	7,175	7,175	7,175
Island Page	6,155	5,935	5,860	5,525	5,440	5,360	4,750	4,645	4,585	4,565	4,525	4,525	4,525
1/2 page	5,830	5,775	5,755	5,300	5,225	5,145	4,555	4,510	4,495	4,445	4,430	4,430	4,430
1/4 Page	4,790	4,585	4,575	4,300	4,145	4,060	3,700	3,640	3,605	3,580	3,565	3,565	3,565

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$11,785	\$11,465	\$11,410	\$10,865	\$10,740	\$10,660	\$10,015	\$9,950	\$9,930	\$9,855	\$9,815	\$9,815	\$9,815
3/4 Page	11,420	11,035	11,005	10,335	10,285	10,245	9,620	9,555	9,530	9,475	9,445	9,445	9,445
Island Page	8,425	8,205	8,130	7,795	7,710	7,630	7,020	6,915	6,855	6,835	6,795	6,795	6,795
1/2 page	8,100	8,045	8,025	7,570	7,495	7,415	6,825	6,780	6,765	6,715	6,700	6,700	6,700
1/4 Page	7,060	6,855	6,845	6,570	6,415	6,330	5,970	5,910	5,875	5,850	5,835	5,835	5,835

Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$12,680	\$12,215	\$12,070	\$11,385	\$11,200	\$11,045	\$9,780	\$9,575	\$9,440	\$9,400	\$9,320	\$9,320	\$9,320
2-Page King	19,605	18,935	18,825	17,700	17,455	17,290	15,955	15,820	15,780	15,625	15,540	15,540	15,540
4-Page A-size	25,350	24,430	24,155	22,775	22,405	22,095	19,560	19,145	18,885	18,790	18,640	18,640	18,640
4-Page King	39,205	37,875	37,655	35,400	34,900	34,575	31,905	31,645	31,555	31,255	31,080	31,080	31,080
6-Page A-size	38,030	36,645	36,225	34,160	33,605	33,140	29,340	28,715	28,325	28,190	27,965	27,965	27,965
6-Page King	58,815	56,810	56,480	53,105	52,350	51,860	47,865	47,470	47,340	46,875	46,620	46,620	46,620
8-Page A-size	50,700	48,865	48,295	45,545	44,800	44,190	39,120	38,290	37,765	37,590	37,285	37,285	37,285
8-Page King	78,415	75,745	75,315	70,805	69,805	69,150	63,815	63,295	63,120	62,500	62,155	62,155	62,155

Color Rates (In addition to black & white rates)

Standard color	\$1,075
Matched color	\$1,345
Metallic ink	\$175
Four Color Rates	\$2,270
Fifth Color Rates	\$3,530

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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