

# Hematology 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	\$4,725	\$4,680	\$4,635	\$4,590	\$4,545	\$4,500	\$4,455	\$4,410	\$4,365	\$4,320	\$4,275	\$4,230	\$4,190
3/4 Page	4,345	4,300	4,255	4,210	4,170	4,130	4,090	4,050	4,010	3,970	3,930	3,890	3,850
Island Page	3,735	3,700	3,665	3,630	3,595	3,560	3,525	3,490	3,455	3,420	3,385	3,350	3,315
1/2 page	3,590	3,555	3,520	3,485	3,450	3,415	3,380	3,345	3,310	3,275	3,240	3,210	3,180
1/4 Page	2,080	2,060	2,040	2,020	2,000	1,980	1,960	1,940	1,920	1,900	1,880	1,860	1,840

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$6,720	\$6,675	\$6,630	\$6,585	\$6,540	\$6,495	\$6,450	\$6,405	\$6,360	\$6,315	\$6,270	\$6,225	\$6,185
3/4 Page	6,340	6,295	6,250	6,205	6,165	6,125	6,085	6,045	6,005	5,965	5,925	5,885	5,845
Island Page	5,730	5,695	5,660	5,625	5,590	5,555	5,520	5,485	5,450	5,415	5,380	5,345	5,310
1/2 page	5,585	5,550	5,515	5,480	5,445	5,410	5,375	5,340	5,305	5,270	5,235	5,205	5,175
1/4 Page	4,075	4,055	4,035	4,015	3,995	3,975	3,955	3,935	3,915	3,895	3,875	3,855	3,835

### Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$7,695	\$7,620	\$7,550	\$7,480	\$7,405	\$7,335	\$7,260	\$7,190	\$7,115	\$7,045	\$6,975	\$6,900	\$6,830
2-Page King	9,735	9,640	9,550	9,455	9,365	9,270	9,175	9,085	8,990	8,900	8,805	8,715	8,630
4-Page A-size	15,390	15,245	15,100	14,955	14,810	14,665	14,525	14,380	14,235	14,090	13,945	13,800	13,660
4-Page King	19,465	19,280	19,095	18,910	18,725	18,540	18,355	18,170	17,985	17,800	17,615	17,430	17,265
6-Page A-size	23,080	22,865	22,650	22,435	22,215	22,000	21,785	21,570	21,350	21,135	20,920	20,705	20,485
6-Page King	29,200	28,920	28,645	28,365	28,090	27,810	27,530	27,255	26,975	26,700	26,420	26,140	25,895
8-Page A-size	30,775	30,490	30,200	29,910	29,625	29,335	29,045	28,760	28,470	28,180	27,890	27,605	27,315
8-Page King	38,935	38,565	38,190	37,820	37,450	37,080	36,710	36,340	35,970	35,595	35,225	34,855	34,525

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

Standard color	\$875
Matched color	\$1,260
Metallic ink	\$1,995
Four Color Rates	\$1,995
Fifth Color Rates	\$2,330

### Special Positions

Cover 2 - Earned king rate + 25% (plus color)
Cover 3 - Earned king rate + 25% (plus color)
Cover 4 - Earned king rate + 50% (plus color)
TOC - Earned king rate + 15% (plus color)
Lead article - Earned king rate + 5% (plus color)
Please consult account manager for additional special positions.

### PRINT ADVERTISING CONTACT INFORMATION

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### INSERTION ORDERS:

FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER