

Internal Medicine News®

2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	\$14,845	\$14,090	\$13,140	\$12,675	\$12,525	\$12,285	\$11,920	\$11,690	\$11,465	\$11,205	\$10,955	\$10,700	\$10,060	\$9,400	\$8,885
3/4 Page	13,535	12,850	11,945	11,590	11,460	11,275	11,065	10,920	10,775	10,310	9,845	9,385	9,045	8,365	7,675
Island Page	10,700	10,145	9,450	9,130	8,980	8,850	8,570	8,445	8,320	8,085	7,840	7,600	7,290	6,840	6,450
1/2 page	10,600	10,105	9,360	9,060	8,960	8,790	8,535	8,395	8,265	8,015	7,765	7,525	7,190	6,710	6,190
1/4 Page	5,430	5,160	4,780	4,625	4,565	4,470	4,355	4,270	4,190	4,055	3,910	3,770	3,635	3,380	3,100

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

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	\$17,695	\$16,940	\$15,990	\$15,525	\$15,375	\$15,135	\$14,770	\$14,540	\$14,315	\$14,055	\$13,805	\$13,550	\$12,910	\$12,250	\$11,735
3/4 Page	16,385	15,700	14,795	14,440	14,310	14,125	13,915	13,770	13,625	13,160	12,695	12,235	11,895	11,215	10,525
Island Page	13,550	12,995	12,300	11,980	11,830	11,700	11,420	11,295	11,170	10,935	10,690	10,450	10,140	9,690	9,300
1/2 page	13,450	12,955	12,210	11,910	11,810	11,640	11,385	11,245	11,115	10,865	10,615	10,375	10,040	9,560	9,040
1/4 Page	8,280	8,010	7,630	7,475	7,415	7,320	7,205	7,120	7,040	6,905	6,760	6,620	6,485	6,230	5,950

Insert Rates

Page size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	\$22,040	\$20,905	\$19,470	\$18,805	\$18,505	\$18,225	\$17,660	\$17,305	\$17,145	\$16,800	\$16,465	\$15,660	\$15,030	\$14,085	\$13,285
2-Page King	30,585	29,020	27,070	26,105	25,800	25,305	24,565	24,070	23,620	23,145	22,680	22,040	20,720	19,365	18,310
4-Page A-size	44,080	41,810	38,945	37,615	37,000	36,450	35,320	34,615	34,290	33,605	32,930	31,315	30,050	28,170	26,575
4-Page King	61,170	58,045	54,130	52,210	51,600	50,615	49,130	48,145	47,225	46,285	45,360	44,080	41,435	38,730	36,605
6-Page A-size	66,120	62,710	58,415	56,420	55,500	54,680	52,980	51,915	51,435	50,405	49,395	46,980	45,080	42,255	39,860
6-Page King	91,760	87,065	81,200	78,315	77,400	75,920	73,695	72,220	70,845	69,425	68,035	66,120	62,155	58,090	54,915
8-Page A-size	88,165	83,615	77,895	75,220	74,000	72,905	70,630	69,225	68,585	67,210	65,870	62,635	60,100	56,340	53,155
8-Page King	122,345	116,090	108,265	104,420	103,200	101,235	98,260	96,300	94,455	92,570	90,715	88,165	82,875	77,450	73,210

Color Rates (In addition to black & white rates)

Standard color	\$1,110
Matched color	\$1,340
Metallic ink	\$180
Four Color Rates	\$2,850
Fifth Color Rates	\$4,050

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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