

Rheumatology 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	\$6,070	\$5,905	\$5,720	\$5,545	\$5,425	\$5,305	\$5,160	\$5,070	\$4,975	\$4,905	\$4,810	\$4,715	\$4,630
3/4 Page	5,675	5,495	5,325	5,160	5,055	4,955	4,820	4,715	4,655	4,485	4,435	4,255	4,195
Island Page	4,625	4,485	4,350	4,225	4,110	4,040	3,925	3,855	3,780	3,725	3,665	3,590	3,515
1/2 page	4,495	4,385	4,240	4,090	4,005	3,940	3,835	3,745	3,695	3,590	3,525	3,440	3,395
1/4 Page	2,280	2,200	2,135	2,080	2,020	1,990	1,945	1,895	1,875	1,790	1,770	1,720	1,685

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$8,405	\$8,240	\$8,055	\$7,880	\$7,760	\$7,640	\$7,495	\$7,405	\$7,310	\$7,240	\$7,145	\$7,050	\$6,965
3/4 Page	8,010	7,830	7,660	7,495	7,390	7,290	7,155	7,050	6,990	6,820	6,770	6,590	6,530
Island Page	6,960	6,820	6,685	6,560	6,445	6,375	6,260	6,190	6,115	6,060	6,000	5,925	5,850
1/2 page	6,830	6,720	6,575	6,425	6,340	6,275	6,170	6,080	6,030	5,925	5,860	5,775	5,730
1/4 Page	4,615	4,535	4,470	4,415	4,355	4,325	4,280	4,230	4,210	4,125	4,105	4,055	4,020

Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$9,435	\$9,155	\$8,875	\$8,615	\$8,390	\$8,235	\$8,005	\$7,870	\$7,715	\$7,595	\$7,475	\$7,330	\$7,175
2-Page King	12,395	12,055	11,680	11,320	11,055	10,820	10,525	10,335	10,150	9,995	9,810	9,620	9,445
4-Page A-size	18,875	18,315	17,745	17,230	16,775	16,470	16,015	15,735	15,435	15,195	14,955	14,650	14,350
4-Page King	24,780	24,115	23,350	22,640	22,120	21,645	21,060	20,670	20,305	19,995	19,630	19,240	18,895
6-Page A-size	28,310	27,465	26,620	25,840	25,165	24,705	24,020	23,605	23,145	22,785	22,430	21,980	21,520
6-Page King	37,170	36,170	35,025	33,955	33,175	32,460	31,585	31,005	30,450	29,995	29,440	28,860	28,340
8-Page A-size	37,745	36,620	35,495	34,455	33,550	32,940	32,035	31,465	30,860	30,385	29,910	29,300	28,700
8-Page King	49,560	48,215	46,705	45,280	44,235	43,285	42,120	41,335	40,600	39,995	39,260	38,480	37,790

Color Rates (In addition to black & white rates)

Standard color	\$870
Matched color	\$1,205
Metallic ink	\$180
Four Color Rates	\$2,335
Fifth Color Rates	\$3,495

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