

COMPREHENSIVE OPHTHALMOLOGY

Update

Advertising Rates and Requirements

BLACK-AND-WHITE RATES					
	1X	3X	6X	9X	12X
1 Page	\$800	\$775	\$750	\$725	\$700
2/3 Page	\$700	\$685	\$675	\$650	\$625
1/2 Page	\$600	\$585	\$575	\$550	\$525
1/3 Page	\$500	\$485	\$475	\$450	\$425
1/4 Page	\$400	\$390	\$380	\$370	\$360

	NON-BLEED		BLEED	
	Width	Depth	Width	Depth
Full Page	7	10	8 3/8	11 1/8
Spread	15 1/8	10	16 3/4	11 1/8
1/2 Page Vertical	3 3/8	10	4 1/16	11 1/8
1/2 Page Horizontal	7	4 7/8	8 3/8	5 11/16
1/3 Page Vertical	2 3/16	10	N/A	N/A
1/3 Page Square	4 5/8	4 7/8	N/A	N/A
1/4 Page	3 3/8	4 7/8	N/A	N/A

COLOR RATES

Process, standard or matched color	\$700
Three-color	\$925
Four-color process	\$1,000

PREFERRED POSITIONS

Back cover: 40% premium
 Inside front cover: 25% premium
 Opposite first article: 20% premium
 Inside back cover: 20% premium

Keep all live matter at least 1/4 inch inside trim edge

TRIM SIZE: 8.125 x 10.875

PAPER STOCK: 60 lb. Raptor

SCREEN RULINGS: 133 line

BINDING: Perfect binding

FREQUENCY: Bimonthly

CONTACT INFORMATION

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