

Rates Effective – October 22, 2007

**Total Qualified Circulation: 41,510**  
**Source: BPA Statement July 2007**

**Contemporary OB/GYN** serves physicians (MD's & DO's) who specialize in obstetrics &/or gynecology, neonatal-perinatal medicine, including endocrinology, reproductive endocrinology, maternal-fetal medicine, family practice & general practice (with secondary in ob/gyn) & gynecological oncology.

Qualified recipients are obstetric &/or gynecology specialists, physicians in neonatal-perinatal medicine, endocrinology, reproductive endocrinology, maternal-fetal medicine, family practice & general practice (with a secondary in ob/gyn) & gynecological oncology in office based practice & hospital based practice. Also qualified are office based physicians with a secondary in any of the above.

**DISPLAY ADS**

*Per Column Inch (1 Column = 3-1/4") Minimum 1"*

Frequency	Black & White	2-Color	4-Color
14X	\$191	\$233	\$251
12X	\$204	\$246	\$264
6X	\$230	\$272	\$290
3X	\$242	\$284	\$302
1X	\$255	\$297	\$315
<b>The Below Per Word Rates Apply to Recruitment or Practice for Sale Only</b>			
<b>PER WORD</b>	\$9.00	<b>Blind Box</b>	\$34
<b>MINIMUM CHARGE</b>	\$262		

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice. For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

\*Tentative Dates

<u>Mail Dates</u>	<u>Closing Dates*</u>	<u>Mail Dates</u>	<u>Closing Dates*</u>	<u>Mail Dates</u>	<u>Closing Dates*</u>
January		June		November	
February		July		December	
March		August			
April		September			
April 15		September 15			
May		October			

**DIGITAL AD SPECS:** For Specifications and File Instructions please go to: <http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

**TERMS & CONDITIONS:** Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

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