

# CONTEMPORARY OB/GYN<sup>®</sup>

Translating science into sound clinical practice

## 2008 TEMPORARY RATE CARD

Rate Card: No. 35  
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**Color:** In addition to earned B&W rates.

**Charge per color/page or fraction**

|   |                                     |
|---|-------------------------------------|
| Second color (magenta, cyan, yellow):                 | \$1,130                             |
| Matched color (all PMS excluding 800 series):         | \$1,700                             |
| Sheen/Metallic/Fluorescent color<br>(PMS 800 series): | \$2,535                             |
| 3- and 4-color process:                               | \$3,220                             |
| 5-color:  | 4C process rate + PMS or Sheen rate |

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|               |          |
|---------------|----------|
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| Third cover:  | \$8,995  |
| Fourth cover: | \$13,000 |

**b) Premium Positions:**

|                                    |         |
|------------------------------------|---------|
| Opposite Dr. Lockwood's Editorial: | \$9,420 |
| Opposite Table of Contents:        | \$9,420 |

**c) Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

\* Includes 4C process charges. One impression standard or matched color, or 5th color extra charge. Consult Publisher for rates. When a cover is included in a multiple-page space unit, all pages must be in full pages.

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**b) For Inserts only:**

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## 2008 FULL-RUN B/W AND COLOR RATES

| FREQ. | FULL PAGE |         | 2/3 <sup>1</sup> |         | 1/2 <sup>2</sup> |         | 1/3 <sup>1,3</sup> |         |
|-------|-----------|---------|------------------|---------|------------------|---------|--------------------|---------|
|       | B/W       | 4/C     | B/W              | 4/C     | B/W              | 4/C     | B/W                | 4/C     |
| 1x    | \$5,480   | \$8,700 | \$4,860          | \$8,080 | \$3,855          | \$7,075 | \$2,865            | \$6,085 |
| 3x    | 5,440     | 8,660   | 4,810            | 8,030   | 3,815            | 7,035   | 2,825              | 6,045   |
| 6x    | 5,375     | 8,595   | 4,725            | 7,945   | 3,755            | 6,975   | 2,790              | 6,010   |
| 12x   | 5,165     | 8,385   | 4,540            | 7,760   | 3,605            | 6,825   | 2,675              | 5,895   |
| 24x   | 4,975     | 8,195   | 4,385            | 7,605   | 3,485            | 6,705   | 2,585              | 5,805   |
| 36x   | 4,890     | 8,110   | 4,310            | 7,530   | 3,415            | 6,635   | 2,530              | 5,750   |
| 48x   | 4,725     | 7,945   | 4,165            | 7,385   | 3,295            | 6,515   | 2,455              | 5,675   |
| 60x   | 4,660     | 7,880   | 4,105            | 7,325   | 3,260            | 6,480   | 2,430              | 5,650   |
| 72x   | 4,655     | 7,875   | 4,100            | 7,320   | 3,245            | 6,465   | 2,395              | 5,615   |
| 84x   | 4,515     | 7,735   | 3,995            | 7,215   | 3,160            | 6,380   | 2,345              | 5,565   |
| 96x   | 4,495     | 7,715   | 3,965            | 7,185   | 3,145            | 6,365   | 2,325              | 5,545   |
| 108x  | 4,405     | 7,625   | 3,965            | 7,185   | 3,145            | 6,365   | 2,325              | 5,545   |
| 120x  | 4,275     | 7,495   | 3,965            | 7,185   | 3,145            | 6,365   | 2,325              | 5,545   |
| 144x  | 4,200     | 7,420   | 3,965            | 7,185   | 3,145            | 6,365   | 2,325              | 5,545   |
| 180x  | 4,115     | 7,335   | 3,965            | 7,185   | 3,145            | 6,365   | 2,325              | 5,545   |
| 240x  | 4,055     | 7,275   | 3,965            | 7,185   | 3,145            | 6,365   | 2,325              | 5,545   |

1—Vertical; 2—Horizontal, any 1/2 page vertical ads that are submitted will float in a 2/3 page space; 3—Square available (see next page for dimensions)

## 2008 FULL-RUN INSERT RATES

| FREQ. | 2-PG     | 4-PG     | 6-PG     | 8-PG     | 10-PG    | 12-PG    |
|-------|----------|----------|----------|----------|----------|----------|
| 1x    | \$10,960 |          |          |          |          |          |
| 3x    | 10,880   | \$21,760 |          |          |          |          |
| 6x    | 10,750   | 21,500   | \$32,250 | \$43,000 | \$53,750 |          |
| 12x   | 10,330   | 20,660   | 30,990   | 41,320   | 51,650   | \$61,980 |
| 24x   | 9,950    | 19,900   | 29,850   | 39,800   | 49,750   | 59,700   |
| 36x   | 9,780    | 19,560   | 29,340   | 39,120   | 48,900   | 58,680   |
| 48x   | 9,450    | 18,900   | 28,350   | 37,800   | 47,250   | 56,700   |
| 60x   | 9,320    | 18,640   | 27,960   | 37,280   | 46,600   | 55,920   |
| 72x   | 9,310    | 18,620   | 27,930   | 37,240   | 46,550   | 55,860   |
| 84x   | 9,030    | 18,060   | 27,090   | 36,120   | 45,150   | 54,180   |
| 96x   | 8,990    | 17,980   | 26,970   | 35,960   | 44,950   | 53,940   |
| 108x  | 8,810    | 17,620   | 26,430   | 35,240   | 44,050   | 52,860   |
| 120x  | 8,550    | 17,100   | 25,650   | 34,200   | 42,750   | 51,300   |
| 144x  | 8,400    | 16,800   | 25,200   | 33,600   | 42,000   | 50,400   |
| 180x  | 8,230    | 16,460   | 24,690   | 32,920   | 41,150   | 49,380   |
| 240x  | 8,110    | 16,220   | 24,330   | 32,440   | 40,550   | 48,660   |

\* These rates are proposed and are for planning purposes only. Final rate cards are being printed and will be distributed shortly. We are not responsible for typographical errors that may appear on this sheet.