

Rates Effective – October 22, 2007

Total Qualified Circulation: 55,990
Source: BPA Statement January 2006

Contemporary Pediatrics serves physicians (M.D.s & D.O.s) who specialize in Pediatrics, its related specialties & Pediatric Nurse Practitioners.

Qualified recipients are pediatric specialists & physicians in pediatric allergy, pediatric internal medicine, adolescent medicine, neonatal-prenatal medicine & pediatric infectious diseases in office based practice, hospital based practice including resident physicians & full time staff physicians; medical teaching, physicians in military service & other professional activity. Also qualified are office-based physicians in family practice who have secondary specialties in pediatrics, including pediatric subspecialties in the above field served & pediatric nurse practitioners.

DISPLAY ADS

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

| Frequency | Black & White | 2-Color | 4-Color |
|------------------|--------------------------|----------------|----------------|
| 12X | \$290 | \$335 | \$350 |
| 6X | \$330 | \$370 | \$390 |
| 3X | \$350 | \$390 | \$410 |
| 1X | \$370 | \$410 | \$430 |
| Blind Box | \$45 | | |

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 \$1,000 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> |
|-------------------|-----------------------|-------------------|-----------------------|
| January | 12/11 | July | 06/13 |
| February | 01/16 | August | 07/18 |
| March | 02/13 | September | 08/15 |
| April | 03/15 | October | 09/13 |
| May | 04/18 | November | 10/17 |
| June | 05/16 | December | 11/13 |

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.*

Kim Pippin

800-225-4569, ext. 2705 or 440-826-2705 ☆ Fax: 440-826-2865 ☆ Email: kpippin@advanstar.com
24950 Country Club Blvd, Suite 200, North Olmsted, OH 44070