

CONTEMPORARY pediatrics

2008 TEMPORARY RATE CARD

Rate Card: No. 25
Effective: January 1, 2008
Issued: September 2007

Color: In addition to earned B&W rates.

Charge per color/page or fraction

Second color (magenta, cyan, yellow):	\$1,030
Matched color (all PMS excluding 800 series):	\$1,225
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$2,125
3- and 4-color process:	\$2,820
5-color:	4C process rate + PMS or Sheen rate

Covers and Premium Positions (non-cancelable)*:

a) Cover Rates:

Second cover:	\$8,805
Third cover:	\$7,375
Fourth cover:	\$11,035

b) Premium Positions:

Opposite Dr. McMillan's Editorial:	\$7,990
Opposite Table of Contents:	\$7,990

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 match color; or 5th color extra charge. Consult Contract Coordinator for rates. When a cover is included in a multiple-page space unit, all pages must be in full pages.

Addresses:

a) For Contracts, Insertion Orders, Other Instructions, Publication-Set Copy, Reproduction Materials, Electronic File Disks and Proofs:

Contemporary Pediatrics

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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 ¹		1/2 ²		1/3 ^{1,3}	
	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C
1x	\$3,965	\$6,785	\$3,595	\$6,415	\$2,560	\$5,380	\$2,030	\$4,850
3x	3,895	6,715	3,515	6,335	2,485	5,305	1,975	4,795
6x	3,855	6,675	3,430	6,250	2,445	5,265	1,940	4,760
12x	3,710	6,530	3,385	6,205	2,380	5,200	1,890	4,710
24x	3,610	6,430	3,285	6,105	2,295	5,115	1,840	4,660
36x	3,525	6,345	3,205	6,025	2,255	5,075	1,810	4,630
48x	3,450	6,270	3,120	5,940	2,185	5,005	1,755	4,575
60x	3,415	6,235	3,115	5,935	2,175	4,995	1,750	4,570
72x	3,390	6,210	3,040	5,860	2,160	4,980	1,710	4,530
96x	3,350	6,170	3,005	5,825	2,120	4,940	1,685	4,505
120x	3,305	6,125	3,000	5,820	2,120	4,940	1,685	4,505
144x	3,290	6,110	3,000	5,820	2,120	4,940	1,685	4,505

1—Vertical; 2—Horizontal, any 1/2 page vertical ads that are submitted will float in a 2/3 page space; 3—Square available

2008 FULL-RUN INSERT RATES

FREQ.	2-PG	4-PG	6-PG	8-PG	10-PG	12-PG
1x	\$7,930					
3x	7,790	\$15,580				
6x	7,710	15,420	\$23,130	\$30,840	\$38,550	
12x	7,420	14,840	22,260	29,680	37,100	\$44,520
24x	7,220	14,440	21,660	28,880	36,100	43,320
36x	7,050	14,100	21,150	28,200	35,250	42,300
48x	6,900	13,800	20,700	27,600	34,500	41,400
60x	6,830	13,660	20,490	27,320	34,150	40,980
72x	6,780	13,560	20,340	27,120	33,900	40,680
96x	6,700	13,400	20,100	26,800	33,500	40,200
120x	6,610	13,220	19,830	26,440	33,050	39,660
144x	6,580	13,160	19,740	26,320	32,900	39,480

*** These rates are proposed and are for planning purposes only. Formal Rate Cards are currently being produced and will be available shortly. We are not responsible for typographical errors that may appear on this sheet.**