

CONTEMPORARY UROLOGY®

2008 TEMPORARY RATE CARD

Rate Card: No. 20
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):	\$1,020
Matched color (all PMS excluding 800 series):	\$1,265
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$1,970
3- and 4-color process:	\$2,365
5-color:	4C process rate + PMS or Sheen rate

Covers and Premium Positions (non-cancelable)*:

a) Cover Rates:

Second cover:	\$7,560
Third cover:	\$6,500
Fourth cover:	\$8,790

b) Premium Positions:

Opposite Dr. Carson's Editorial:	\$6,740
Opposite Table of Contents:	\$6,740
Opposite first article:	\$6,740

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 Production Manager for rates. When a cover is included in a multiple-page space unit, all pages must be in full pages.

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a) For Contracts, Insertion Orders, Other Instructions, Publication-Set Copy: Contemporary Urology

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b) For All Inserts, Reproduction Materials, Electronic File Disks and Proofs: Contemporary Urology

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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	\$3,260	\$5,625	\$2,850	\$5,215	\$2,240	\$4,605	\$1,655	\$4,020
3x	3,215	5,580	2,820	5,185	2,220	4,585	1,635	4,000
6x	3,160	5,525	2,770	5,135	2,190	4,555	1,560	3,925
12x	3,055	5,420	2,700	5,065	2,100	4,465	1,515	3,880
24x	2,950	5,315	2,580	4,945	2,040	4,405	1,475	3,840
36x	2,830	5,195	2,505	4,870	1,960	4,325	1,445	3,810
48x	2,790	5,155	2,455	4,820	1,915	4,280	1,400	3,765
60x	2,750	5,115	2,430	4,795	1,870	4,235	1,355	3,720
72x	2,700	5,065	2,385	4,750	1,840	4,205	1,335	3,700
84x	2,630	4,995	2,325	4,690	1,805	4,170	1,295	3,660
96x	2,565	4,930	2,240	4,605	1,760	4,125	1,270	3,635
108x	2,510	4,875	2,240	4,605	1,760	4,125	1,270	3,635
120x	2,470	4,835	2,240	4,605	1,760	4,125	1,270	3,635

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	\$6,520					
3x	6,430	\$12,860				
6x	6,320	12,640	\$18,960	\$25,280	\$31,600	
12x	6,110	12,220	18,330	24,440	30,550	\$36,660
24x	5,900	11,800	17,700	23,600	29,500	35,400
36x	5,660	11,320	16,980	22,640	28,300	33,960
48x	5,580	11,160	16,740	22,320	27,900	33,480
60x	5,500	11,000	16,500	22,000	27,500	33,000
72x	5,400	10,800	16,200	21,600	27,000	32,400
84x	5,260	10,520	15,780	21,040	26,300	31,560
96x	5,130	10,260	15,390	20,520	25,650	30,780
108x	5,020	10,040	15,060	20,080	25,100	30,120
120x	4,940	9,880	14,820	19,760	24,700	29,640

*** 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.**