

Color: In addition to earned B&W rates.

Charge per color/page or fraction

Second color (magenta, cyan, yellow):	\$1,150
Matched color (all PMS excluding 800 series):	\$1,320
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$2,760
3- and 4-color process:	\$3,180
5 color:	4C process + PMS or sheen rate

Covers and Premium Positions (non-cancelable): Add the premium for position to the earned B&W rate. Then add charge for color.

a) Cover Rates: Position Premiums

Second cover (spreads accepted):	\$2,475
Third cover:	\$865
Fourth cover:	\$3,950

b) Premium Positions: Page facing Table of Contents: \$1,250
Covers, Table of Contents, and Latebreakers are available on a first-come, first-served basis (for 12x advertisers only). Existing clients have first right of refusal to renew their 2007 positions. Latebreakers and Table of Contents positions are one-page positions only, therefore we cannot guarantee that multiple ad page units will be accommodated.

c) Special Position Charge: A \$965 per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

Addresses:

a) For contracts, insertion orders, reproduction materials, electronic file disks and proofs, publication-set copy, and other instructions:

Drug Topics—Attn: Jane Dzuck

131 W. 1st Street
Duluth, MN 55802-2065
(218) 740-6313
(218) 740-7223 (fax)

b) For all inserts: Drug Topics—Attn: Anne Lubbers

R.R. Donnelley
100 Banta Road
Long Prairie, MN 56347

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(201) 690-5300
(201) 690-5400 (fax)

Full-Run ROB Advertising Rates

Freq.	Full Page		2/3 Page		1/2	1/3	1/4	1/6
	B/W	4/C	B/W	4/C	Page B/W	Page B/W	Page B/W	Page B/W
1x	\$11,355	\$14,535	\$8,535	\$11,715	\$6,620	\$4,575	\$3,460	\$2,660
6x	10,895	14,075	8,190	11,370	6,340	4,415	3,320	2,535
12x	9,935	13,115	7,460	10,640	5,765	3,990	3,025	2,315
18x	9,135	12,315	6,865	10,045	5,325	3,665	2,790	2,105
24x	8,960	12,140	6,735	9,915	5,210	3,600	2,705	2,090
30x	8,575	11,755	6,450	9,630	4,990	3,455	2,625	2,025
36x	8,140	11,320	6,110	9,290	4,715	3,265	2,475	1,865
48x	7,980	11,160	6,000	9,180	4,640	3,210	2,410	1,850
60x	7,830	11,010	5,895	9,075	4,560	3,155	2,350	1,830
72x	7,690	10,870	5,785	8,965	4,480	3,105	2,285	1,800
84x	7,550	10,730	5,690	8,870	4,415	3,050	2,235	1,785
96x	7,500	10,680	5,565	8,745	4,300	3,000	2,225	1,725
108x	7,470	10,650	5,470	8,650	4,235	2,915	2,215	1,700
120x	7,435	10,615	5,375	8,555	4,160	2,875	2,185	1,675
132x	7,375	10,555	5,350	8,530	4,140	2,865	2,175	1,665
144x	7,345	10,525	5,295	8,475	4,095	2,845	2,125	1,650
156x	7,275	10,455	5,265	8,445	4,070	2,825	2,115	1,635
168x	7,250	10,430	5,210	8,390	4,045	2,805	2,105	1,615
180x	7,220	10,400	5,115	8,295	3,950	2,730	2,070	1,590

Full-Run Insert Rates

Freq.	2 pg.	4 pg.	6 pg.	8 pg.	10 pg.
1x	\$22,710	\$45,420			
6x	21,790	43,580	\$65,370	\$87,160	\$108,950
12x	19,870	39,740	59,610	79,480	99,350
18x	18,270	36,540	54,810	73,080	91,350
24x	17,920	35,840	53,760	71,680	89,600
30x	17,150	34,300	51,450	68,600	85,750
36x	16,280	32,560	48,840	65,120	81,400
48x	15,960	31,920	47,880	63,840	79,800
60x	15,660	31,320	46,980	62,640	78,300
72x	15,380	30,760	46,140	61,520	76,900
84x	15,100	30,200	45,300	60,400	75,500
96x	15,000	30,000	45,000	60,000	75,000
108x	14,940	29,880	44,820	59,760	74,700
120x	14,870	29,740	44,610	59,480	74,350
132x	14,750	29,500	44,250	59,000	73,750
144x	14,690	29,380	44,070	58,760	73,450
156x	14,550	29,100	43,650	58,200	72,750
168x	14,500	29,000	43,500	58,000	72,500
180x	14,440	28,880	43,320	57,760	72,200

Mechanical charges included. Above rates apply to inserts that comply with AMP Guidelines for Supplied Advertising Inserts. For rates for other nonstandard inserts, consult Publisher.

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

Color: In addition to earned B&W rates.

Charge per color/page or fraction

Second color (magenta, cyan, yellow):	\$805
Matched color (all PMS excluding 800 series):	\$880
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$1,645
3- and 4-color process:	\$1,990
5 color:	4C process + PMS or sheen rate

Addresses:

a) For contracts, insertion orders, reproduction materials, electronic file disks and proofs, publication-set copy, and other instructions: *Drug Topics—Attn: Jane Dzuck*

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B) For all inserts: *Drug Topics—Attn: Anne Lubbers*

R.R. Donnelley
100 Banta Road
Long Prairie, MN 56347

Full-Run ROB Advertising Rates

FREQ.	FULL PAGE		2/3 PAGE		1/2	1/3
	B/W	4/C	B/W	4/C	PAGE B/W	PAGE B/W
1x	\$3,270	\$5,260	\$2,460	\$4,450	\$1,900	\$1,315
6x	3,140	5,130	2,365	4,355	1,840	1,260
12x	3,010	5,000	2,280	4,270	1,750	1,205
24x	2,835	4,825	2,140	4,130	1,645	1,140
36x	2,700	4,690	2,020	4,010	1,580	1,090
48x	2,580	4,570	1,980	3,970	1,530	1,065
60x	2,485	4,475	1,935	3,925	1,490	1,035
72x	2,430	4,420	1,880	3,870	1,465	1,000

Full-Run Insert Rates

Freq.	2 pg.	4 pg.	6 pg.	8 pg.	10 pg.
1x	\$6,540	\$13,080			
6x	6,280	12,560	\$18,840	\$25,120	\$31,400
12x	6,020	12,040	18,060	24,080	30,100
24x	5,670	11,340	17,010	22,680	28,350
36x	5,400	10,800	16,200	21,600	27,000
48x	5,160	10,320	15,480	20,640	25,800
60x	4,970	9,940	14,910	19,880	24,850
72x	4,860	9,720	14,580	19,440	24,300

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