

Rates Effective – October 22, 2007

Total Qualified Circulation: 40,000
Source: BPA Statement June 2007

Firstline serves the veterinary field.

Recipients are registered technicians, receptionists, hospital managers, and assistants.

MARKETPLACE AD

Per Column Inch (1 Column = 2-1/4")

Frequency	Black & White	2-Color	4-Color
12X	\$84	\$126	\$144
9X	\$87	\$129	\$147
6X	\$91	\$133	\$151
3X	\$95	\$137	\$155
1X	\$99	\$141	\$159
The Below Per Word Rates Apply to Practice for Sale Only			
Minimum Charge (First 25 words)	\$103	Blind Box	\$43
Per Word (Each add'l word)	\$2.00		

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.

<u>MAIL DATE</u>	<u>CLOSING DATE*</u>	<u>MAIL DATE</u>	<u>CLOSING DATE*</u>
Jan/Feb	01/14	July	06/11
March	02/11	August	07/14
April	03/12	Sept/Oct	09/10
May	04/14	Nov/Dec	11/10
June	05/12		

*Tentative Dates

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.*

Sharon Volcansek

800-225-4569, ext. 2668 or 440-891-2668 ☆ Fax: 888-552-4372 ☆ Email: svolcansek@advanstar.com
24950 Country Club Blvd, Suite 200, North Olmsted, OH 44070