

# 2008 Classified Products & Services and Recruitment Advertising Rates - Print & Web

Medical Economics

www.memag.com

Rates Effective – October 22, 2007

**Total Qualified Circulation: 242,088**  
**Source: BPA Statement July 2007**

**MEDICAL ECONOMICS** serves medical & osteopathic physicians. Qualified recipients are medical & osteopathic physicians actively engaged in office-based patient care & other professional activities in those specialties.

## DISPLAY CLASSIFIED AD

Per Column Inch (1 column = 2-1/8") Minimum 1"

Frequency	Black & White	2-Color	4-Color
24X	\$297	\$339	\$357
18X	\$320	\$362	\$380
12X	\$366	\$408	\$426
6X	\$412	\$454	\$472
3X	\$435	\$477	\$495
1X	\$457	\$499	\$517
<b>Blind Box</b>	\$42		

For the best rate, frequency schedules must start with first insertion.

Prepayment is required for all contracts under \$1000 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>Issue Dates</u>	<u>Closing Dates*</u>	<u>Issue Dates</u>	<u>Closing Dates*</u>	<u>Issue Dates</u>	<u>Closing Dates*</u>
Jan 6		May 5		Sept 1	
Jan 20		May 19		Sept 15	
Feb 3		June 2		Oct 6	
Feb 17		June 16		Oct 20	
March 3		July 7		Nov 3	
March 17		July 21		Nov 17	
April 7		Aug 4		Dec 1	
April 21		Aug 18		Dec 15	

**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.*

Karen Eckenwiler

800-225-4569, ext. 2670 \* Fax 440-826-2865 \* Email: [keckenwiler@advanstar.com](mailto:keckenwiler@advanstar.com)

24950 Country Club Blvd, Suite 200, North Olmsted, OH 44070