

MANAGED HEALTHCARE EXECUTIVE

2008 TEMPORARY RATE CARD

Rate Card: No. 17
Effective: January 1, 2008
Issued: August 2007

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):	\$1,280
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$1,470
3- and 4-color process:	\$2,040
5-color:	4C process rate + PMS or Sheen rate

Covers and Premium Positions (non-cancelable)*:

a) Cover Rates:

Second cover:	Earned B&W rate + \$2,205 + Color
Third cover:	Earned B&W rate + \$1,840 + Color
Fourth cover:	Earned B&W rate + \$3,490 + Color

b) Premium Positions:

Preferred position: Earned B&W rate + \$1,100 + Color

c) Special Position Charge:

A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

* One impression standard or match 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 page.

Insert Rates:

All full-run inserts charged page for page at the earned B/W rates. Any charges for inserts not meeting specifications will be billed at cost. All inserts UV coated will be charged a \$250 bindery slow down fee.

Addresses:

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

Managed Healthcare Executive

Attn: Renee Marthe
131 West 1st Street
Duluth, MN 55802-2065
(218) 740-6489
(218) 740-7223 (fax)

b) For Inserts Only:

Managed Healthcare Executive

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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	\$8,250	\$10,290	\$6,810	\$8,850	\$5,450	\$7,490	\$4,245	\$6,285
3x	8,010	10,050	6,610	8,650	5,290	7,330	4,115	6,155
6x	7,695	9,735	6,340	8,380	5,085	7,125	3,960	6,000
12x	7,395	9,435	6,095	8,135	4,895	6,935	3,805	5,845
24x	7,030	9,070	5,805	7,845	4,650	6,690	3,625	5,665
36x	6,680	8,720	5,530	7,570	4,425	6,465	3,445	5,485
48x	6,475	8,515	5,365	7,405	4,300	6,340	3,340	5,380
60x	6,420	8,460	5,310	7,350	4,245	6,285	3,310	5,350
72x	6,345	8,385	5,260	7,300	4,210	6,250	3,285	5,325
96x	6,305	8,345	5,205	7,245	4,185	6,225	3,260	5,300
120x	6,240	8,280	5,160	7,200	4,145	6,185	3,230	5,270
144x	6,190	8,230	5,105	7,145	4,105	6,145	3,195	5,235

1—Vertical; 2—Horizontal, any 1/2 page vertical ads that are submitted will float in a 2/3 page space; 3—Square available (see item #23 for dimensions)

2008 FULL-RUN B&W INSERT RATES

FREQ.	2-PG	4-PG	6-PG	8-PG	10-PG	12-PG
1x	\$16,500					
3x	16,020	\$32,040				
6x	15,390	30,780	\$46,170	\$61,560	\$76,950	
12x	14,790	29,580	44,370	59,160	73,950	\$88,740
24x	14,060	28,120	42,180	56,240	70,300	84,360
36x	13,360	26,720	40,080	53,440	66,800	80,160
48x	12,950	25,900	38,850	51,800	64,750	77,700
60x	12,840	25,680	38,520	51,360	64,200	77,040
72x	12,690	25,380	38,070	50,760	63,450	76,140
96x	12,610	25,220	37,830	50,440	63,050	75,660
120x	12,480	24,960	37,440	49,920	62,400	74,880
144x	12,380	24,760	37,140	49,520	61,900	74,280

*** 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.**