

Color: In addition to earned B&W rates.

Charge per color/page or fraction	
Second color (magenta, cyan, yellow):	\$1,010
Matched color (all PMS excluding 800 series):	\$1,535
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$1,775
3- and 4-color process:	\$2,275
4-color process plus PMS:	\$3,755
4-color process plus Metallic/Fluorescent:	\$4,090
Spread 4-color process:	\$3,810

Covers and Premium Positions (non-cancelable)*:

a) Cover Rates:

Second cover: Earned B&W rate + 30% premium
Third cover: Earned B&W rate + 20% premium
Fourth cover: Earned B&W rate + 40% premium

b) Premium Positions:

Preferred position: Earned B&W rate + 10% premium

c) Special Position Charge: A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

* Does not include 4C process charges. One impression standard or matched color, or 4th and 5th color extra charge. Consult Contract Coordinator for rates. When a cover is included in a multiple-page space unit, all pages must be in full pages.

Addresses:

a) For Contracts, Insertion Orders, Other Instructions, Publication-Set Copy, Reproduction Materials, Electronic File Disks and Proofs:

Ophthalmology Times
Attn: Geri Johnson
131 W. 1st Street
Duluth, MN 55802-2065
(218) 740-6387
(218) 740-7223 (fax)

b) For Inserts Only: Ophthalmology Times

Attn: Renea Belt
c/o Banta Publications
3401 Heartland Drive, PO Box 298

2008 FULL-RUN BLACK & WHITE RATES

Freq	Tab Page	Island Page	1/2 Page	1/3 Page	1/4 Page
1x	\$4,460	\$3,165	\$2,920	\$1,695	\$1,500
6x	4,295	3,040	2,800	1,650	1,455
12x	4,135	2,925	2,695	1,590	1,405
24x	3,965	2,815	2,590	1,540	1,355
36x	3,920	2,780	2,570	1,510	1,330
48x	3,855	2,745	2,530	1,485	1,315
60x	3,795	2,715	2,490	1,460	1,295
72x	3,740	2,675	2,460	1,440	1,280
96x	3,705	2,635	2,420	1,410	1,260
120x	3,645	2,595	2,385	1,390	1,235

2008 FULL-RUN 4/C RATES

Freq	Tab Page	Island Page	1/2 Page	1/3 Page	1/4 Page
1x	\$6,735	\$5,440	\$5,195	\$3,970	\$3,775
6x	6,570	5,315	5,075	3,925	3,730
12x	6,410	5,200	4,970	3,865	3,680
24x	6,240	5,090	4,865	3,815	3,630
36x	6,195	5,055	4,845	3,785	3,605
48x	6,130	5,020	4,805	3,760	3,590
60x	6,070	4,990	4,765	3,735	3,570
72x	6,015	4,950	4,735	3,715	3,555
96x	5,980	4,910	4,695	3,685	3,535
120x	5,920	4,870	4,660	3,665	3,510

INSERT RATES:

All full-run inserts charged page for page at the earned B/W rates. If there are charges for inserts not meeting specifications, they will be billed at cost. A noncommissionable tip-in charge of \$1175 will be added for all inserts.

*** 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.**

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