

Rates are effective January 1, 2007

Color: In addition to earned B&W rates.

	Charge per color/page or fraction
Second color (magenta, cyan, yellow):	\$925
Matched color (all PMS excluding 800 series):	\$1,390
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$2,125
3- and 4-color process	\$2,440
5-color:	4C process rate + PMS or Sheen rate

Covers and Premium Positions: Add the premium for positions to the earned B&W rate. Then add charge for color. Covers and premium positions are non-cancellable.

a) Cover Rates:

Second cover: Earned BW rate + \$980

Fourth cover: Earned BW rate + \$1,700

b) Premium Positions: Earned BW rate + \$650

c) Special Position Charge: Earned BW rate + \$650

Addresses:

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

PATIENT CARE

Terri Johnstone
131 W. 1st Street
Duluth, MN 55802-2065
(218) 740-6310-9493
(218) 740-7223 (fax)

b) For all inserts: **PATIENT CARE**—Attn: Lisa Farley

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Waseca, MN 56093-0517
(507) 835-0132

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Topics in

HOSPITAL MEDICINE

Circulation: 16,635 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$5,645	\$8,085	\$4,355	\$6,795	\$3,935	\$6,375	\$2,600
3x	5,530	7,970	4,270	6,710	3,855	6,295	2,550
6x	5,420	7,860	4,180	6,620	3,780	6,220	2,495
12x	5,220	7,660	4,030	6,470	3,640	6,080	2,405
18x	5,025	7,465	3,875	6,315	3,500	5,940	2,315
24x	4,855	7,295	3,745	6,185	3,385	5,825	2,235
36x	4,685	7,125	3,615	6,055	3,265	5,705	2,160
48x	4,570	7,010	3,530	5,970	3,185	5,625	2,105
60x	4,460	6,900	3,440	5,880	3,110	5,550	2,055
72x	4,405	6,845	3,395	5,835	3,070	5,510	2,030
96x	4,235	6,675	3,265	5,705	2,950	5,390	1,950
120x	4,065	6,505	3,135	5,575	2,835	5,275	1,870

Insert Costs are Based on BW rate X # of Pages

NEUROLOGY/PSYCHOLOGY

Circulation: 34,558 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$5,500	\$7,940	\$4,245	\$6,685	\$3,835	\$6,275	\$2,530
3x	5,390	7,830	4,160	6,600	3,760	6,200	2,480
6x	5,280	7,720	4,075	6,515	3,680	6,120	2,430
12x	5,090	7,530	3,925	6,365	3,545	5,985	2,340
18x	4,895	7,335	3,780	6,220	3,415	5,855	2,250
24x	4,730	7,170	3,650	6,090	3,300	5,740	2,175
36x	4,565	7,005	3,525	5,965	3,185	5,625	2,100
48x	4,455	6,895	3,440	5,880	3,105	5,545	2,050
60x	4,345	6,785	3,355	5,795	3,030	5,470	2,000
72x	4,290	6,730	3,310	5,750	2,990	5,430	1,975
96x	4,125	6,565	3,185	5,625	2,875	5,315	1,900
120x	3,960	6,400	3,055	5,495	2,760	5,200	1,820

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Topics in

ENDOCRINOLOGY/METABOLIC DISEASE

Circulation: 42,526 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$6,355	\$8,795	\$4,905	\$7,345	\$4,435	\$6,875	\$2,925
3x	6,230	8,670	4,805	7,245	4,345	6,785	2,865
6x	6,100	8,540	4,710	7,150	4,260	6,700	2,810
12x	5,880	8,320	4,535	6,975	4,100	6,540	2,705
18x	5,655	8,095	4,365	6,805	3,945	6,385	2,605
24x	5,465	7,905	4,220	6,660	3,815	6,255	2,515
36x	5,275	7,715	4,070	6,510	3,680	6,120	2,430
48x	5,150	7,590	3,975	6,415	3,590	6,030	2,370
60x	5,020	7,460	3,875	6,315	3,505	5,945	2,310
72x	4,955	7,395	3,825	6,265	3,460	5,900	2,280
96x	4,765	7,205	3,680	6,120	3,325	5,765	2,195
120x	4,575	7,015	3,530	5,970	3,195	5,635	2,105

Insert Costs are Based on BW rate X # of Pages

UROLOGY

Circulation: 37,087 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$5,065	\$7,505	\$3,910	\$6,350	\$3,535	\$5,975	\$2,330
3x	4,965	7,405	3,830	6,270	3,465	5,905	2,285
6x	4,860	7,300	3,755	6,195	3,395	5,835	2,235
12x	4,685	7,125	3,615	6,055	3,270	5,710	2,155
18x	4,510	6,950	3,480	5,920	3,145	5,585	2,075
24x	4,355	6,795	3,365	5,805	3,040	5,480	2,005
36x	4,205	6,645	3,245	5,685	2,935	5,375	1,935
48x	4,105	6,545	3,165	5,605	2,865	5,305	1,885
60x	4,000	6,440	3,090	5,530	2,795	5,235	1,840
72x	3,950	6,390	3,050	5,490	2,755	5,195	1,815
96x	3,800	6,240	2,935	5,375	2,650	5,090	1,750
120x	3,645	6,085	2,815	5,255	2,545	4,985	1,680

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Topics in

DERMATOLOGY

Circulation: 19,970 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$2,725	\$5,165	\$2,105	\$4,545	\$1,900	\$4,340	\$1,255
3x	2,670	5,110	2,065	4,505	1,860	4,300	1,230
6x	2,615	5,055	2,020	4,460	1,825	4,265	1,205
12x	2,520	4,960	1,945	4,385	1,760	4,200	1,160
18x	2,425	4,865	1,875	4,315	1,690	4,130	1,115
24x	2,345	4,785	1,810	4,250	1,635	4,075	1,080
36x	2,260	4,700	1,745	4,185	1,575	4,015	1,040
48x	2,205	4,645	1,705	4,145	1,540	3,980	1,015
60x	2,155	4,595	1,665	4,105	1,500	3,940	990
72x	2,125	4,565	1,640	4,080	1,480	3,920	980
96x	2,045	4,485	1,580	4,020	1,425	3,865	940
120x	1,960	4,400	1,515	3,955	1,370	3,810	905

Insert Costs are Based on BW rate X # of Pages

WOMEN'S HEALTH

Circulation: 28,886 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$2,605	\$5,045	\$2,010	\$4,450	\$1,815	\$4,255	\$1,200
3x	2,555	4,995	1,970	4,410	1,780	4,220	1,175
6x	2,500	4,940	1,930	4,370	1,740	4,180	1,150
12x	2,410	4,850	1,860	4,300	1,680	4,120	1,110
18x	2,320	4,760	1,790	4,230	1,615	4,055	1,070
24x	2,240	4,680	1,730	4,170	1,560	4,000	1,030
36x	2,160	4,600	1,670	4,110	1,505	3,945	995
48x	2,110	4,550	1,630	4,070	1,470	3,910	970
60x	2,060	4,500	1,590	4,030	1,435	3,875	950
72x	2,030	4,470	1,570	4,010	1,415	3,855	935
96x	1,955	4,395	1,510	3,950	1,360	3,800	900
120x	1,875	4,315	1,445	3,885	1,305	3,745	865

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Topics in

CARDIOLOGY

Circulation: 41,592 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$4,985	\$7,425	\$3,850	\$6,290	\$3,475	\$5,915	\$2,295
3x	4,885	7,325	3,775	6,215	3,405	5,845	2,250
6x	4,785	7,225	3,695	6,135	3,335	5,775	2,205
12x	4,610	7,050	3,560	6,000	3,215	5,655	2,125
18x	4,435	6,875	3,425	5,865	3,095	5,535	2,045
24x	4,285	6,725	3,310	5,750	2,990	5,430	1,975
36x	4,140	6,580	3,195	5,635	2,885	5,325	1,905
48x	4,040	6,480	3,120	5,560	2,815	5,255	1,860
60x	3,940	6,380	3,040	5,480	2,745	5,185	1,815
72x	3,890	6,330	3,005	5,445	2,710	5,150	1,790
96x	3,740	6,180	2,890	5,330	2,605	5,045	1,720
120x	3,590	6,030	2,770	5,210	2,500	4,940	1,650

Insert Costs are Based on BW rate X # of Pages

INFECTIOUS DISEASE

Circulation: 42,113 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$6,090	\$8,530	\$4,700	\$7,140	\$4,250	\$6,690	\$2,805
3x	5,970	8,410	4,605	7,045	4,165	6,605	2,750
6x	5,845	8,285	4,510	6,950	4,080	6,520	2,695
12x	5,635	8,075	4,350	6,790	3,930	6,370	2,595
18x	5,420	7,860	4,185	6,625	3,785	6,225	2,495
24x	5,235	7,675	4,040	6,480	3,655	6,095	2,410
36x	5,055	7,495	3,900	6,340	3,530	5,970	2,330
48x	4,935	7,375	3,805	6,245	3,445	5,885	2,270
60x	4,810	7,250	3,715	6,155	3,360	5,800	2,215
72x	4,750	7,190	3,665	6,105	3,315	5,755	2,190
96x	4,570	7,010	3,525	5,965	3,190	5,630	2,105
120x	4,385	6,825	3,385	5,825	3,060	5,500	2,020

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Topics in

ALLERGY/IMMUNOLOGY

Circulation: 29,726 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$3,020	\$5,460	\$2,330	\$4,770	\$2,105	\$4,545	\$1,390
3x	2,960	5,400	2,285	4,725	2,065	4,505	1,360
6x	2,900	5,340	2,235	4,675	2,020	4,460	1,335
12x	2,795	5,235	2,155	4,595	1,945	4,385	1,285
18x	2,690	5,130	2,075	4,515	1,875	4,315	1,235
24x	2,595	5,035	2,005	4,445	1,810	4,250	1,195
36x	2,505	4,945	1,935	4,375	1,745	4,185	1,155
48x	2,445	4,885	1,885	4,325	1,705	4,145	1,125
60x	2,385	4,825	1,840	4,280	1,665	4,105	1,100
72x	2,355	4,795	1,815	4,255	1,640	4,080	1,085
96x	2,265	4,705	1,750	4,190	1,580	4,020	1,045
120x	2,175	4,615	1,680	4,120	1,515	3,955	1,000

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GASTROENTEROLOGY

Circulation: 30,186 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$5,700	\$8,140	\$4,400	\$6,840	\$3,975	\$6,415	\$2,625
3x	5,585	8,025	4,310	6,750	3,895	6,335	2,575
6x	5,470	7,910	4,225	6,665	3,815	6,255	2,520
12x	5,275	7,715	4,070	6,510	3,675	6,115	2,430
18x	5,075	7,515	3,915	6,355	3,540	5,980	2,335
24x	4,900	7,340	3,785	6,225	3,420	5,860	2,260
36x	4,730	7,170	3,650	6,090	3,300	5,740	2,180
48x	4,615	7,055	3,565	6,005	3,220	5,660	2,125
60x	4,505	6,945	3,475	5,915	3,140	5,580	2,075
72x	4,445	6,885	3,430	5,870	3,100	5,540	2,050
96x	4,275	6,715	3,300	5,740	2,980	5,420	1,970
120x	4,105	6,545	3,170	5,610	2,860	5,300	1,890

Insert Costs are Based on BW rate X # of Pages

ARTHRITIS/RHEUMALOGY

Circulation: 34,624 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$4,950	\$7,390	\$3,820	\$6,260	\$3,455	\$5,895	\$2,280
3x	4,850	7,290	3,745	6,185	3,385	5,825	2,235
6x	4,750	7,190	3,665	6,105	3,315	5,755	2,190
12x	4,580	7,020	3,535	5,975	3,195	5,635	2,110
18x	4,405	6,845	3,400	5,840	3,075	5,515	2,030
24x	4,255	6,695	3,285	5,725	2,970	5,410	1,960
36x	4,110	6,550	3,170	5,610	2,870	5,310	1,890
48x	4,010	6,450	3,095	5,535	2,800	5,240	1,845
60x	3,910	6,350	3,020	5,460	2,730	5,170	1,800
72x	3,860	6,300	2,980	5,420	2,695	5,135	1,780
96x	3,715	6,155	2,865	5,305	2,590	5,030	1,710
120x	3,565	6,005	2,750	5,190	2,490	4,930	1,640

Insert Costs are Based on BW rate X # of Pages

Rates are effective January 1, 2007

Color: In addition to earned B&W rates.

	Charge per color/page or fraction
Second color (magenta, cyan, yellow):	\$925
Matched color (all PMS excluding 800 series):	\$1,390
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$2,125
3- and 4-color process	\$2,440
5-color:	4C process rate + PMS or Sheen rate

Covers and Premium Positions: Add the premium for positions to the earned B&W rate. Then add charge for color. Covers and premium positions are non-cancellable.

a) Cover Rates:

Second cover: Earned BW rate + \$980

Fourth cover: Earned BW rate + \$1,700

b) Premium Positions: Earned BW rate + \$650

c) Special Position Charge: Earned BW rate + \$650

Addresses:

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

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b) For all inserts: **PATIENT CARE**—Attn: Lisa Farley

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Topics in

ONCOLOGY

Circulation: 24,159 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$3,365	\$5,805	\$2,595	\$5,035	\$2,345	\$4,785	\$1,550
3x	3,300	5,740	2,545	4,985	2,300	4,740	1,520
6x	3,230	5,670	2,490	4,930	2,250	4,690	1,490
12x	3,115	5,555	2,400	4,840	2,170	4,610	1,435
18x	2,995	5,435	2,310	4,750	2,085	4,525	1,380
24x	2,895	5,335	2,230	4,670	2,015	4,455	1,335
36x	2,795	5,235	2,155	4,595	1,945	4,385	1,285
48x	2,725	5,165	2,100	4,540	1,900	4,340	1,255
60x	2,660	5,100	2,050	4,490	1,855	4,295	1,225
72x	2,625	5,065	2,025	4,465	1,830	4,270	1,210
96x	2,525	4,965	1,945	4,385	1,760	4,200	1,165
120x	2,425	4,865	1,870	4,310	1,690	4,130	1,115

Insert Costs are Based on BW rate X # of Pages

HIV

Circulation: 16,300 primary care physicians

FREQ.	FULL PAGE		2/3 PG		1/2 PG		1/3 PG
	B/W	4/C	B/W	4/C	B/W	4/C	B/W
1x	\$3,420	\$5,860	\$2,640	\$5,080	\$2,385	\$4,825	\$1,575
3x	3,350	5,790	2,585	5,025	2,335	4,775	1,545
6x	3,285	5,725	2,535	4,975	2,290	4,730	1,510
12x	3,165	5,605	2,440	4,880	2,205	4,645	1,455
18x	3,045	5,485	2,350	4,790	2,125	4,565	1,400
24x	2,940	5,380	2,270	4,710	2,050	4,490	1,355
36x	2,840	5,280	2,190	4,630	1,980	4,420	1,305
48x	2,770	5,210	2,140	4,580	1,930	4,370	1,275
60x	2,700	5,140	2,085	4,525	1,885	4,325	1,245
72x	2,670	5,110	2,060	4,500	1,860	4,300	1,230
96x	2,565	5,005	1,980	4,420	1,790	4,230	1,180
120x	2,460	4,900	1,900	4,340	1,715	4,155	1,135

Insert Costs are Based on BW rate X # of Pages

* 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.