

THE RATES

PHARMACEUTICAL REPRESENTATIVE'S 2008 advertising rates

2008 DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF which must contain high-resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", ICC profile is "U.S. Web Coated (SWOP) v2," or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. **ACCEPTED METHOD OF DELIVERY:** The preferred method of delivering ad files to Advanstar is via a Web-based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.*

4. **AD PROOFS:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

*SEND CD-R OR DVD-R FILES TO:

Kim Brown, *Pharmaceutical Representative*,
131 West 1st Street, Duluth, MN 55802-2065

Phone: (218) 740-7147

Fax: (218) 740-7223

E-mail: kbrown@advanstar.com



**Pharmaceutical
REPRESENTATIVE**

www.pharmrep.com

(800) 342-8244

Ad Dimensions	Width	Depth
Full Page	6 3/4"	9 1/2"
2/3 Page	4 1/2"	9 1/2"
1/2 Page Horizontal	6 3/4"	4 5/8"
1/3 Page Vertical	2 1/8"	9 1/2"
1/3 Page Square	4 1/2"	4 5/8"
1/3 Page Horizontal	6 3/4"	3 3/8"
1/6 Page Vertical	2 1/8"	4 5/8"
1/6 Page Horizontal	4 1/2"	2 3/8"

Publication Dimensions	
Trim Size	7 3/4" x 10 1/2"
Bleed	8" x 10 3/4"
Live Matter	7" x 9 3/4"
Spread Size	14 1/2" x 9 1/2"
Bleed (Spread)	15 3/4" x 10 3/4"

BLACK & WHITE RATES — U.S. DOLLARS

	1x	2x	3x	6x	12x
FULL PAGE	3,560	3,395	3,210	3,035	2,855
2/3 PAGE	2,855	2,705	2,560	2,415	2,290
1/2 PAGE	2,515	2,385	2,250	2,135	2,095
1/3 PAGE	1,880	1,785	1,665	1,605	1,515
1/6 PAGE	1,400	1,330	1,260	1,185	1,125

FOUR-COLOR RATES — U.S. DOLLARS

	1x	2x	3x	6x	12x
FULL PAGE	4,675	4,510	4,325	4,150	3,970
2/3 PAGE	3,970	3,820	3,675	3,530	3,405
1/2 PAGE	3,630	3,500	3,365	3,250	3,210
1/3 PAGE	2,995	2,900	2,780	2,720	2,630
1/6 PAGE	2,515	2,445	2,375	2,300	2,240

COLOR CHARGES

STANDARD	345
MATCHED	665
FOUR-COLOR	1,115

SPECIAL POSITIONS

COVER 2	405
COVER 3	335
COVER 4	535

