

Chain Drug Review **2009**

rate card Effective Oct. 1, 2008

general advertising rates

COLOR:

Standard color page: \$1,639.
Matched pages: \$1,729.
Four-color process: One page \$3,196.
Color on fractional pages billed at full-page color rates.

FREQUENCY RATES:

Number of insertions used by an advertiser within 12 months from date of first insertion of contract period determines frequency rate. Combined frequency discounts apply to space run in CHAIN DRUG REVIEW and MMR. Ten (10) column inches is minimum rate-holder size for earning frequency discount on larger space.

CANCELLATION:

No cancellations accepted after closing date.

SHORT RATE AND REBATE:

All advertising subject to rebate or

Freq.*	FULL PAGE Per Page	STANDARD PAGE Per Page
1-2x	\$11,296.00	\$8,425.00
3-5x	10,648.00	7,750.00
6-11x	9,820.00	7,282.00
12-23x	9,226.00	6,814.00
24-35x	8,650.00	6,382.00
36x	8,155.00	6,139.00
* B&W		

short rate when more or less advertising than specified by original order is used.

PRODUCTION CHARGES:

All ad work subject to additional production charges. There will be a minimum charge of \$75 for supplied advertisements that require

Freq.*	1" to less than 10"	10" to less than 30"	30" to less than 50"	50" to less than 64"	64"
1-2x	\$225.91	\$224.65	\$223.57	\$222.58	\$220.69
3-5x	213.58	211.96	210.79	209.80	208.81
6-11x	198.10	195.31	194.50	193.60	192.70
12-23x	186.31	184.51	183.34	181.72	180.64
24-35x	174.25	173.35	172.18	170.56	169.30
36x	163.90	162.19	161.65	159.31	157.60
* B&W					

resizing or the conversion of images to CMYK.

INSERTS:

If supplied by advertiser completely printed on two sides, earned black-and-white space rate applies. Maximum weight: 80 lbs. Offset, 25 x 38 basis, without premium.

Before preparing, contact production manager for mechanical requirements and postal regulations. Contact sales manager for pricing on supplied inserts.

PUBLISHER RESERVES THE RIGHT TO CHANGE RATES UPON NINETY (90) DAYS' NOTICE. FULL-PAGE DISCOUNT OF 20% FROM INCH RATE IS ALREADY FIGURED IN FULL-PAGE RATES.

mechanical requirements

Suggested units and sizes

	Trim	Bleed	Live Area
Full pg.	10 7/16" x 13 3/4"	10 11/16" x 14"	9 11/16" x 12 3/4"
Spread	20 7/8" x 13 3/4"	21 1/8" x 14"	20 1/8" x 14"
Standard pg.			7 5/8" x 10"
Standard pg. spread		17 1/4" x 10" (Gutter bleed only)	7 5/8" x 10"
1/2 pg. spread	21 1/8" x 7"	20 7/8" x 6 5/8"	20 1/8" x 6 1/8"
Half pg. horiz.			9 11/16" x 7"
3-column			5 11/16" x 12 3/4"
2-column			3 3/4" x 12 3/4"
1-column			1 13/16" x 12 3/4"
1/3 pg.			3 3/4" x 8"
1/4 pg.			5 11/16" x 6"

Pages sizes

Publication trim size:	10 7/16" x 13 3/4"
Live area:	9 11/16" x 12 3/4"
Space units:	5 columns to a page
1 Column - 1 13/16"	3 Columns - 5 11/16"
2 Columns - 3 3/4"	4 Columns - 7 5/8"
	5 Columns - 9 13/16"

METHOD:

Printed web-offset. Saddle stitched.

ISSUANCE DATES:

Published twice monthly, with combined issues in May, July and December. Issued Monday.

CLOSING DATES:

All closing dates mean receipt of material in publisher's New York office.

digital ad

file requirements

Digital ad files only are accepted. Files must be furnished as a high resolution (300 dpi), pdf x1a file. Contact production manager for further information regarding special circumstances where other software might be accepted.

A proof of file at 100% of unit size must accompany all digital files. All files must contain customer name, publication name and issue date and file name.

All 4-color files must be in CMYK mode. If there is a Pantone or 5th color arrangements must be made with publication production manager.

4-color scans must be converted from RGB to CMYK. Resolution must be 300 dpi at 100% size to ensure proper reproductions. Files can be posted to the Racher Press ftp site. Please call or e-mail production manager for instructions.

Any further questions can be directed to:

Production Manager
Phone: 212-699-2371
Fax: 212-213-6106
pnavarre@racherpress.com

Sales Offices:

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