

# Chain Drug Review **2012** rate card

## general advertising rates – four color\*

Effective: Oct. 1, 2011

### Agency Commission/payment terms

15% of gross billing to agencies if paid within 30 days. Mechanical and production charges noncommissionable. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for monies as are due and payable to the publisher.

### 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.

Freq.	FULL PAGE Per Page	STANDARD PAGE Per Page
1-2x	\$11,766	\$8,425
3-5x	10,648	7,750
6-11x	8,820	7,282
12-23x	7,650	6,814
24-35x	7,226	6,382
36x	6,995	6,139

\* rates are gross.

Freq.	Half pg. horiz.	3 column	2 column	1 column	1/3 page	1/4 page
1-2x	\$7,059	\$6,895	\$4,442	\$3,619	\$3,529	\$3,242
3-5x	6,706	6,365	4,097	3,198	3,176	2,948
6-11x	5,795	5,572	3,581	2,766	2,646	2,507
12-23x	5,229	5,148	3,306	2,409	2,364	2,271
24-35x	5,117	5,042	3,237	2,352	2,294	2,185
36x	4,935	4,773	2,865	2,273	2,117	2,065

\* rates are gross.

### SHORT RATE AND REBATE:

All advertising subject to rebate or 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 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 prepar-

ing, 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

### 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.

## posting ads to FTP site

Files can be posted to the Racher Press ftp site. Please follow these 3 easy instructions to FTP your ad file to Chain Drug Review.

1. Call Peggy Navarre, Production director, 212) 699-2371 or email pnavarre@racherpress.com with any questions. Fax or email a copy of the ad AFTER writing the file name on it to Peggy Navarre at (212) 213-6106.
2. Overnight a color proof to: Peggy Navarre Racher Press, 220 Fifth Avenue, 18th Floor, New York, 10001.
3. FTP the file to CDR. Use FTP software like FETCH or SmartFTP to send file. File should be stuffed. Please type in the information listed in the next column for Host, User ID and Password

Host address: ftp.racherpress.com  
User ID: racherftpuser  
Password: ftpn0w

Place the ad in the folder for CDR  
PLEASE SEND HI-RES Pdf-X1a files

NOTE: If you're unable to use FTP software you can access the FTP site thru the web by using the following address:  
ftp://racherftpuser@67.100.173.19/  
FTP\_zone/Password:ftpn0w

Please check that you did all three tasks! you Must send the fax with a file name so we know what to look for. Likewise, you must overnight a color proof so we can check color.

## sales offices:

### NEW YORK

220 Fifth Ave.  
New York, N.Y. 10001  
Phone: (212) 213-6000  
Fax: (212) 213-6106  
Fax: (212) 725-4594

### AUSTIN

101 Black Wolf Run  
Austin, Texas 78738  
Cell: (312) 961-6180  
Tel: (512) 263-5886  
Fax: (512) 263-5886

Any further questions can be directed to:

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

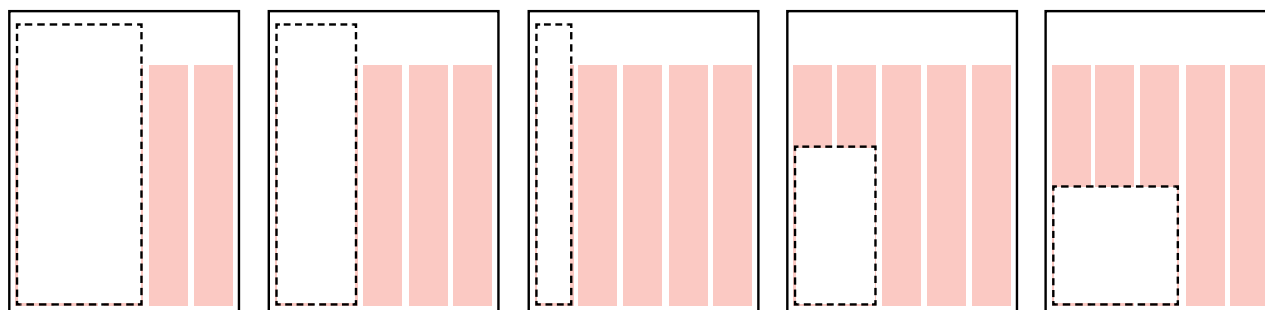
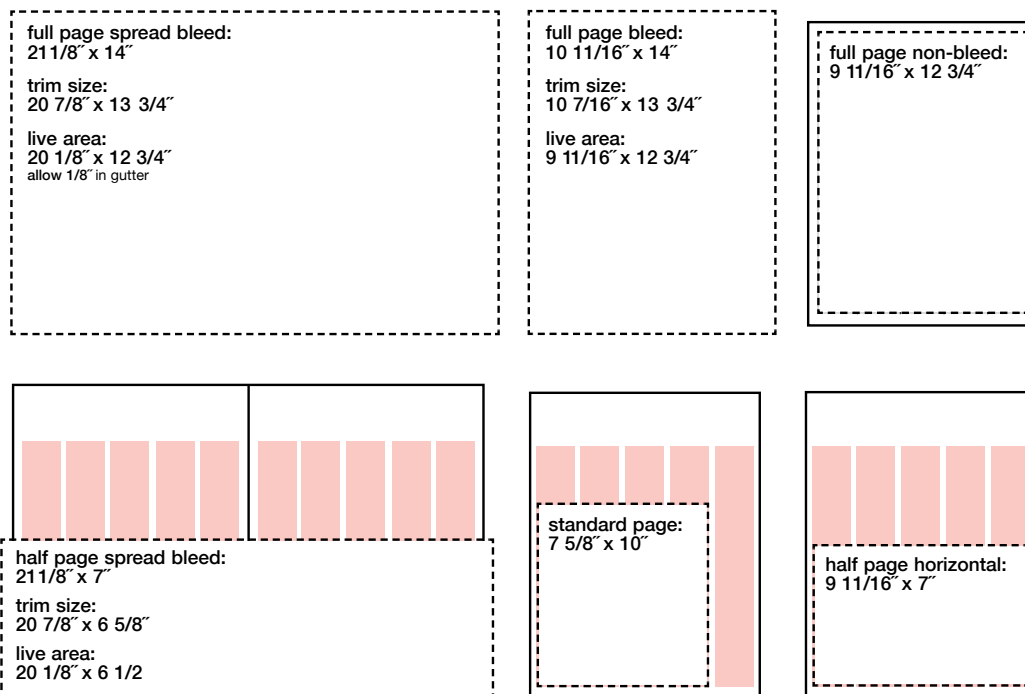
	Trim	Bleed	Live Area
Full pg.	10 7/16" x 13 3/4"	10 11/16" x 14"	9 11/16" x 12 3/4"
Spread	20 7/8" x 13 3/4"	21 1/8" x 14"	20 1/8" x 14"
Standard pg.			7 5/8" x 10"
Standard pg. spread		17 1/4" x 10" (Gutter bleed only)	7 5/8" x 10"
1/2 pg. spread	21 1/8" x 7"	20 7/8" x 6 5/8"	20 1/8" x 6 1/8"
Half pg.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

### Page sizes

Publication trim size:	10 7/16" x 13 3/4"
Live area:	9 11/16" x 12 3/4"
Space units:	5 Columns/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"

**For additional ad units and corresponding rates, please contact your Chain Drug Review sales representative.**

## ad sizes



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:  
3 3/4" x 8"

1/4:  
5 11/16" x 6"