2021 PRINT RATES (GROSS)

Four-Color Units	1-2x	3-5x	6-11x	12-23x	24-35x	36x
Full page	$11,766	$10,648	$8,820	$7,650	$7,226	$6,995
Standard Page	$8,425	$7,750	$7,282	$6,814	$6,382	$6,139
Half-Page Horizontal	$7,059	$6,706	$5,795	$5,229	$5,117	$4,935
3 Column	$6,895	$6,365	$5,572	$5,148	$5,042	$4,773
2 Column	$4,442	$4,097	$3,581	$3,306	$3,237	$2,865
1 Column	$3,619	$3,198	$2,766	$2,409	$2,352	$2,273
1/3 Page	$3,529	$3,176	$2,646	$2,364	$2,294	$2,117

Spread Rates	1-2x	3-5x	6-11x	12-23x	24-35x	36x
Full page	$18,766	$17,566	$14,944	$13,005	$12,283	$11,892
Standard Page	$14,323	$13,175	$12,275	$11,584	$10,849	$10,436
Half-Page Horizontal	$12,003	$11,400	$9,852	$9,161	$8,699	$8,390

Premium Positions	Rate
Full Front Cover Position	$23,530
3-Page Gatefold	$29,500

PUBLISHER RESERVES THE RIGHT TO CHANGE RATES UPON NINETY (90) DAYS' NOTICE.

PRINT ADVERTISING CONDITIONS AND TERMS

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.

CANCELLATIONS
No cancellations accepted after closing date. **Front cover position and gatefolds: Non-cancellable**. Creative subject to publisher's approval.

SHORT RATE:
All advertising subject to short rate when less advertising than specified by original order is run.

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

Chain Drug Review

2021 PRINT SPECIFICATIONS

Print Advertising Specifications

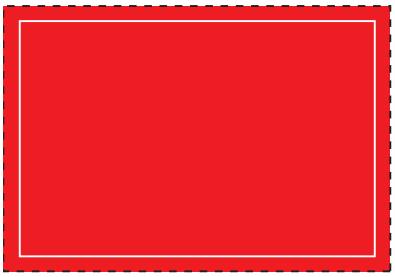
Printing process:
Printed web-offset. Saddle stitched.

Publication trim size: 10 7/16″ x 13 3/4″
Live area: 9 11/16″ x 12 3/4″
Bleed: 10 11/16″ x 14″

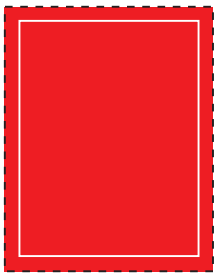
Space units:
5 Columns/page
1 Column: 1 1 13/16″
2 Columns: 3 3/4″
3 Columns: 5 11/16″
4 Columns: 7 5/8″
5 Columns: 9 13/16″

For front cover ad and gatefold specs, contact Chain Drug Review production manager,
Peggy Navarre at: (212) 699-2371
or pnavarre@racherpress.com

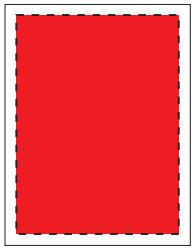
Ad Sizes



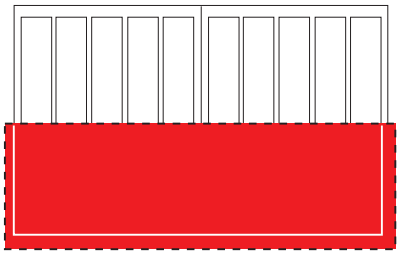
Full Page Spread Bleed:
21 1/8″ x 14″
Trim Size:
20 7/8″ x 13 3/4″
Live Area:
20 1/8″ x 12 3/4″



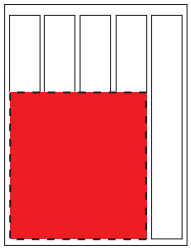
Full Page Bleed:
10 11/16″ x 14″
Trim Size:
10 7/16″ x 13 3/4″
Live Area:
9 11/16″ x 12 3/4″



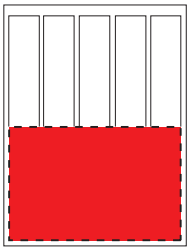
Full Page Non-bleed:
9 11/16″ x 12 3/4″



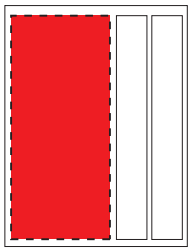
Half Page Spread Bleed:
21 1/8″ x 7″
trim size:
20 7/8″ x 6 5/8″
live area:
20 1/8″ x 6 1/2″



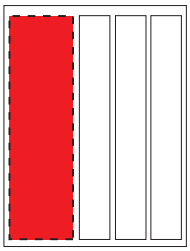
Standard Page:
7 5/8″ x 10″



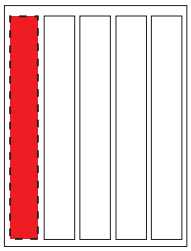
Half Page Horiz:
9 11/16″ x 7″



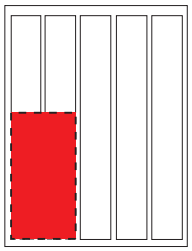
3 columns:
5 11/12″ x 12″



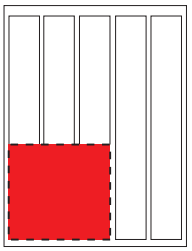
2 columns:
3 3/4″ x 12 3/4″



1 column:
3 13/16″ x 12"



1/3:
3 3/4″ x 8″



1/4:
5 11/16″ x 6″

Submission of Ad Materials

Only digital ad files 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.

ADVERTISERS:

Questions regarding the transfer of advertsing electronically can be directed to the Production Manager, Paggy Navarre.

Peggy Navarre, Production Manager
Racher Press, 126 Fifth Avenue, 12th fl.
New York, NY 10011
Tel: (212) 699-2371
email: pnavarre@racherpress.com

MOST REPEATED MISTAKES

1. Bleed Not Included
2. File is Not CMYK
3. File is Not Hi-res pdf

2021 DIGITAL RATES (GROSS) & SPECS

Website Advertising: www.chaindrugreview.com

Acceptable Formats: JPG, GIF, PNG

HTML5: All HTML5 ads must gracefully fallback to support basic HTML5 to ensure full functionality across all modern browsers. Flash fallback is not supported.

Animation Time: 30 seconds (all animation, including loops, must stop at 30 seconds)

Border: Creatives with partially black or white backgrounds must have a visible border of a contrasting color.

All art files (graphic and link URL) should be sent to:
Bill Buckley at 212-699-2331
or bbuckley@racherpress.com.

For more information, contact:
ALL DIGITAL FILES SHOULD BE ACCOMPANIED BY A LINK OR LANDING PAGE URL.

Ad sizes:

Leaderboard, (top)
1170 x 120 / $1,800

Sidebar Rectangle
336 x 300 / $1,200

Sidebar Skyscraper
336 x 600 / $1,500

Leaderboard (homepage, left)
728 x 90 / $1,100

Leaderboard (bottom, left)
728 x 90 / $300

Footer ads
190 x 80 / $300

Breaking News Sponsorship: Chain Drug Review e-NewsBreak

Chain Drug Review's e-NewsBreaks are timely news alerts sent to Chain Drug Review's subscriber base only when significant industry news occurs, therefore CDR cannot provide advance notice of date and time that an e-NewsBreak will be deployed.

Banner Size : 558 x 90

Acceptable format: GIF, JPG, PNG

Send banner and link URL to:
Bill Buckley, bbuckley@racherpress.com
212-699-2331

Pricing for e-NewsBreak Banner Ad (NET)

FREQUENCY	RATE PER BLAST
1-3 times	$1,100
4-7 times	$950
8-11 times	$800
12+ times	$650

2021 CONTACT INFORMATION

Advertising Sales

Northeast Region:

Andrea Fallin
VP of Strategic Partnerships
126 5th Ave., 12th floor
New York, NY, 10011
Tel: 212-699-2321
FX: 212-725-4594
afallin@racherpress.com

Southeast Region:

Rick Kolinsky
Director of Sales
126 5th Ave., 12th floor
New York, NY 10011
Tel: 212-699-2316
Cell: 908-884-4592
Fax: 212-725-4594
rkolinsky@racherpress.com

Midwest/Western Region:

Christopher Stanton
Director of Sales
126 5th Ave., 12th Floor
New York, NY 10011
Cell: 312-961-6180
Fax: 512-263-5886
cstanton@racherpress.com

Peggy Navarre
Production Director
CDR: Chain Drug Review
126 5th Ave., 12th Floor
New York, NY 10011
Tel: 212-699-2371
Fax: 212-213-6106
pnavarre@racherpress.com

Main Office:

Racher Press, Inc.
126 5th Ave., 12th Floor
New York, NY 10011
212-213-6000

Austin, Texas Office:

Chain Drug Review
1550 Dayridge Dr
Dripping Springs, TX 78620
512-263-5886