

TODAY'S MEDICAL DEVELOPMENTS RATES & SPECS

2017 PRINT RATES

Frequency Discounts	1x	3x	6x	8x
Full Page	\$4,009	\$3,780	\$3,605	\$3,455
1/2 Island	2,541	2,369	2,240	2,062
1/2 Horizontal	2,429	2,310	2,184	2,009
1/3 Page	1,864	1,753	1,638	1,473
1/4 Page	1,525	1,419	1,310	1,205

Color Charges	1x	3x	6x	8x
Standard two-color extra	\$595	\$575	\$550	\$500

For PMS spot colors, see below for matched color pricing.

4-color process, extra..... \$725

Mechanical Requirements

Saddle stitch, 3 columns to a page.
Paper stock: Machine coated - 50 lb body with 100 lb cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7-7/8" x 10-1/2".

Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on www.TodaysMedicalDevelopments.com
- Regional rates and mechanical requirements

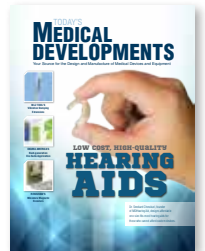
Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed).....	7"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/3 Page Square.....	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/8"	10"
1/4 Page	3-3/8"	4-7/8"

Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area.....	7"	10"

[On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.]



2017 INTERACTIVE RATES



WEB ADVERTISING

Leaderboard
728x90 pixels
\$4,200 - Advertiser
\$5,400 - Non-advertiser
12 units available

Buttons
300x250 pixels
\$4,200- Advertiser
\$5,400-Non-advertiser
6 units available



eNEWSLETTERS

Issue Sponsor
\$900 - Advertiser
\$1,000 - Non-advertiser

Primary Sponsor
\$650 - Advertiser
\$900 - Non-advertiser

Highlights
\$400 - Advertiser
\$550 - Non-advertiser

Custom E-blast
\$1,650 - Advertiser
\$2,250 - Non-advertiser



DIGITAL EDITION

Display Ad
8% Premium on print

Front Page Sponsorship
\$795

Video/Audio Enhancement
\$300 per ad

