

# 2020 RATES & SPECS

5811 Canal Road, Valley View Ohio 44125 | PH: 800.456.0707 | FAX: 216.525.0517

**Today'sMedicalDevelopments.com**

## PRINT RATES

### Frequency

Discounts	1x	3x	6x	8x
Full Page	\$4,553	\$4,170	\$3,863	\$3,656
1/2 Island	2,886	2,614	2,400	2,188
1/2 Horizontal	2,758	2,548	2,341	2,132
1/2 Vertical	2,758	2,548	2,341	2,132
1/3 Page	2,118	1,934	1,577	1,564
1/4 Page	1,731	1,566	1,405	1,279

### Color

Changes	1x	3x	6x	8x
Standard				
2-color extra	595	575	550	500
For PMS spot colors, see below for matched color pricing.				
4-color process, extra	725	675	650	600

**Ask the Expert:** \$6,000  
**Five Things You Need to Know:** \$5,500  
**Corporate Spotlight:** \$5,500

### 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<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>".

### Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. 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](http://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 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 Page Horizontal	7"	4 <sup>7</sup> / <sub>8</sub> "
1/2 Page Vertical	3 <sup>3</sup> / <sub>8</sub> "	10"
1/3 Page Square	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"
1/4 Page Square	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "

### Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
Trim Area	7 <sup>7</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>2</sub> "
Live Area	7"	10"

## INTERACTIVE RATES

### WEBSITE ADS (HOME PAGE)



**Leaderboard**  
 728x90 pixels  
 \$400/per month

**Medium Rectangles**  
 300x250 pixels  
 \$400/per month

### (INTERNAL PAGE)



**Category Medium Rectangle**  
 300x250 pixels  
 \$450 Exclusive

### E-NEWSLETTER ADS



**Medium Rectangle**  
 300x250 pixels  
 \$950/per issue

**Half Page**  
 300x600 pixels  
 \$1,100/per issue

**Banner**  
 468x60 pixels  
 \$800/per issue

**Highlight**  
 140x60 pixels  
 \$450/per issue

**Custom E-blast:** \$2,000

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 (perfect bound only). Supply ruled proof showing crop line.

## SALES

**Mike DiFranco**, Group Publisher  
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