

**Frequency Discounts**..... 1x ..... 3x ..... 6x ..... 10x

Full Page .....	\$3,350	.....	\$3,250	.....	\$3,150	.....	\$3,100
1/2 Island .....	2,050	.....	1,950	.....	1,900	.....	1800
1/2 Horizontal .....	1,950	.....	1,900	.....	1,850	.....	1,750
1/3 Page .....	1,450	.....	1,400	.....	1,350	.....	1,250
1/4 Page .....	1,125	.....	1,100	.....	1,050	.....	1,000

**Color Charges**..... 1x ..... 3x ..... 6x ..... 10x

Standard two-color extra	\$575	.....	\$550	.....	\$500	.....	\$400
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For PMS spot colors, see below for matched color pricing.

Four-color process, extra... \$700 ..... \$650 ..... \$600 ..... \$550  
 Progressive proofs or color keys required on all 4C advertising.

**Other Special Positions**

For guaranteed positions, add a 20% premium charge to the black and white display rate and indicate the special position on your insertion order.

**Inserts**

Contact the publisher for pricing and the production director for mechanical specifications. A sample is required. (100 lb coated book stock or 80 lb offset stock maximum.)

**All inserts should be shipped prepaid to:**

*Today's Medical Developments*, Publishers Press Inc., 100 Frank E. Simon Ave, Shepherdsville, KY 40165, Attn: V. Hamlett

**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".

**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.....	2-3/16"	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"
Spread Bleeds .....	16-3/4"	10-3/4"
Trim Area.....	15-3/4"	10-1/2"
Live Area.....	14"	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.)

**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 4C advertising.**

**Mailing Instructions**

Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: *Today's Medical Developments*, 4020 Kinross Lakes Parkway, Suite 201, Richfield, OH 44286. For additional information, call Lori Skala at 800.456.0707.

**Classified Advertising**

- \$100 per column inch, non-commissionable
- Standard two-color: \$25 additional
- Standard four-color: \$50 additional
- All other classified "word" advertising is payable at a rate of \$1.10 per word (minimum of \$30.00) payable in advance.
- Add \$1.50 to include a box number plus six words.

Contact Bonnie Velikonya at 330.523.5322 or bvelikonya@gie.net for classified advertising sales.

**Return on Investment Program**

Please consult your representative to maximize your frequency and lower your cost per page.

**Special Advertising Rates**

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

- Web advertising on OnlineTMD.com
- Regional rates and mechanical requirements

**Commissions and General Information**

15% of gross billing allowed to recognized advertising agencies on space, color, special positions, and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

**Digital File Specifications for Web Advertisements**

The preferred file formats for all internet advertisements are .gif, .jpg, .swf, and .flv. Other accepted file formats are .tif and .psd. Please email all artwork, copy instructions, insertion orders, contracts, and plans to Aaron Shrider at ashriider@gie.net or call 800.456.0707 for more information.