



RADIOLOGY BUSINESS JOURNAL

FOR LEADERS IN MEDICAL IMAGING SERVICES

Rate Card Number 2 | Effective January 2010

2010 MECHANICAL REQUIREMENTS

GENERAL ADVERTISING RATES B/W

Space	1x	3x	6x	12x
Full Page	\$4,456	\$4,336	\$4,212	\$4,127
Island Half	3,133	3,055	2,928	2,838
1/2 Page	2,820	2,719	2,638	2,561
1/3 Page	2,014	1,924	1,867	1,824

PREFERRED POSITIONS\$300 extra per page
 Inside Covers\$500 extra per page*
 Back Cover\$650 extra*
 *Covers are available only in four-color process
 **5th color option at extra charge.

BLEED: Available at no additional cost

COLOR RATES (in addition to space cost):

Standard or matched inks.....\$650
 Four-color process.....\$900
 **Metallic colors\$1,300

PRODUCTION REQUIREMENTS

Preferred Ad Format:

Email a press-quality PDF/PDFX-1a. All four-color material must be CMYK and all two-color material must be K+PMS or standard color. TIFFs and JPEGs are also acceptable. Files over 8MB must be uploaded to our ftp site or sent on disc. Please contact us for instructions for uploading to ftp.

Color Proofs:

Provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline to ensure the accuracy of color proofing on press.

ON-LINE OPPORTUNITIES

- Banner & roadblock ads
- White papers
- Newsletters
- e-blasts
- Sponsorships
- e-Briefs
- Webinars

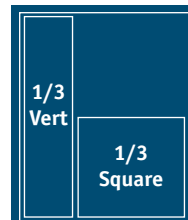
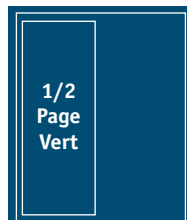
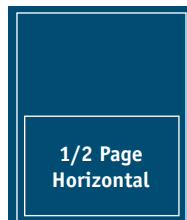
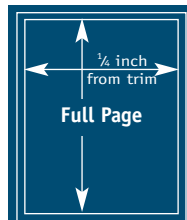
Contact us for details and pricing.

AD MATERIALS POLICY

If submitted by the materials due date, ad materials will be inspected to ensure their adherence to the publisher's ad specifications. The advertiser will be notified, and new ad materials will be requested, if ad materials do not meet specifications.

MECHANICAL REQUIREMENTS

	Trim Size WIDTH x DEPTH	Bleed Size WIDTH x DEPTH
Full Page	8 1/8" x 10 7/8"	8 3/8" x 11 1/8"
Two-page Spread	16 1/4" x 10 7/8"	16 1/2" x 11 1/8"
1/3 Square	4 11/16" x 4 11/16"	
1/3 Vertical	2 1/4" x 9 7/8"	
1/2 Horizontal	7 1/8" x 5"	
1/2 Vertical	3 1/2" x 9 7/8"	
1/2 Island	4 11/16" x 7"	



If materials that do not meet specifications are received after the materials due date, reasonable measures will be taken to contact the advertiser to supply new materials promptly.

The publisher may also offer two other options: correcting the materials at the advertiser's expense or running the ad "as is," with the publisher assuming no responsibility for the ad's readability or accuracy.

ISSUANCE, CLOSING DATES, AND CANCELLATION

In 2009, *Radiology Business Journal* is a bi-monthly journal, published six times annually. Cancellations in writing must be received prior to the published ad closing date. Cover positions cannot be canceled unless written notice is received 90 days before the closing date.

INSERTS

For ad space costs and bindery charges, contact your advertising representative.

RATE ADJUSTMENTS

Rates will be adjusted to reflect the actual number of units used if more or fewer units are used, within the contract year, than were specified by contract.

PAYMENT TERMS

Payment is due within 30 days of the invoice date; the publisher may bill separately for ad work. Payments by credit card are accepted.

Agency commission:

To recognized agencies, 15% of gross billing is allowed for space, color, and position (on invoices paid according to the publisher's terms). For conversion charges, reprints, or any mechanical operations, no commission is allowed. The agency's commission will be forfeited on invoices not paid in accordance with the terms stated.

GENERAL

If, for any reason, it is necessary to omit an advertisement, the publisher expressly disclaims any liability and assumes no liability. Advertisements are only accepted and published if the agency and/or the advertiser represent and warrant that the agency and/or advertiser have the right to publish, and are authorized to give the publisher the right to publish, the entire contents and subject matter of the advertisement. It is understood that the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on, or related to, the contents or subject matter of advertisements, in consideration of the publication of advertisements.

Unless they are specifically agreed to in writing by the publisher, no conditions other than those set forth in this rate card shall be binding on the publisher. If they conflict with the provisions of this rate card, no conditions printed or appearing elsewhere shall be binding on the publisher.

For Advertising Information Contact:

imagingBiz

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Keep all type and logos 1/4 inch from the trim. No exceptions.