

2011 MECHANICAL REQUIREMENTS

EFFECTIVE JANUARY 2011

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 Position \$300 extra per page

Inside Covers \$500 extra per page*

Back Covers \$650 extra per page*

*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 8MG 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.

2011 On-Line Opportunities

Newsletter Article sponsorship \$6,500

Single sponsored newsletters. \$12,000

Email blasts

Material provided: \$4,500

We create: \$6,500

Banner ads (4 month commitment minimum)

Road block: \$3,000/Month

Tower: \$2,000/Month

Small Tower: \$1,500/Month

Article ad: \$1,200/Month

Show/conference blog sponsorship: \$7,500

Forum sponsorship \$12,000

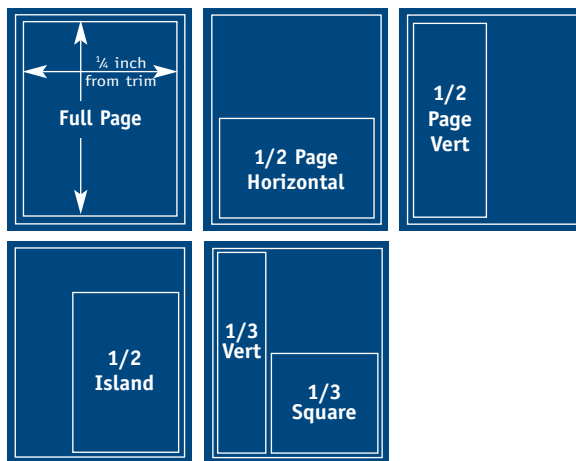
Webinars \$12,500

Survey sponsorships Consult publisher

Mechanical Requirements

	Trim Size	Bleed Size
	WIDTH x DEPTH	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"	

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



Issuance, Closing Dates, And Cancellations

In 2011, *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 cancelled unless written notice is received 90 days before closing date.

Inserts

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

Payment Terms

Payment is due within 30 days of the invoice date; the publisher may bill separately for ad work.

AGENCY COMMISSION:

To recognized agencies, 15% of gross billing is allowed for space, color, and position (on invoices paid according to 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.

FOR ADVERTISING INFORMATION, CONTACT:



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