

M.D. NEWS®

A BUSINESS AND LIFESTYLE MAGAZINE FOR PHYSICIANS

RATE CARD



M.D. News is a business and lifestyle magazine, serving medical professionals in the health care industry since 1993. We integrate compelling local market editorial with informative national features and columns to deliver a unique perspective to the industry. Each local market edition profiles a prominent physician or innovative practice within the medical industry. We feature new medical products, services and innovations. No other publication serves the health care market like M.D. News.

4-COLOR AD RATES

Size	1x	3x	6x	12x
Full Page	\$2,510	\$2,385	\$2,135	\$2,010
2/3 Page	1,885	1,790	1,600	1,505
1/2 Page h & v	1,505	1,430	1,280	1,205
1/3 Page s & v	1,130	1,075	960	905
1/4 Page h & v	880	835	745	705
2 Page Spread	3,765	3,575	3,200	3,010
Outside Back Cover	3,515	3,340	2,985	2,810
Inside Front Cover	3,140	2,980	2,665	2,510
Inside Back Cover	2,885	2,740	2,455	2,310

BLACK & WHITE AD RATES

Size	1x	3x	6x	12x
Full Page	\$1,630	\$1,550	\$1,385	\$1,305
2/3 Page	1,225	1,160	1,040	980
1/2 Page h & v	980	930	830	785
1/3 Page s & v	735	695	625	585
1/4 Page h & v	570	540	485	455
2 Page Spread	2,445	2,325	2,080	1,960

4-COLOR INSERT RATES

Size	1x	3x	6x	12x
2 Page Insert	\$1,960	\$1,860	\$1,665	\$1,565
4 Page Insert	2,310	2,195	1,965	1,850
6 Page Insert	2,840	2,695	2,415	2,270

TARGETED CIRCULATION

M.D. News magazine is distributed in over 60 major markets throughout the United States and produced exclusively for industry leaders including physicians, specialists, hospital administrators and professionals in clinics. M.D. News readers are prominent and influential industry health care professionals in your local target market.

ADVERTISING OPPORTUNITIES

Local Advertising – Reinforce your brand strategy and ensure the success of your advertising campaign through M.D. News. Promote directly to local M.D. News readers to build a strong brand identity and increase product and service sales. Preferred placement options are available for you to maximize exposure to qualified readers.

Multi-Market Advertising – Expand your reach and effectively target multiple markets with call-to-action advertising in M.D. News. Drive your advertising campaign across a variety of regions throughout the United States. Ask your local publisher about special volume discounts for multi-market advertising opportunities.

Special Advertising – Obtain a high profile position and command the reader's attention through multimedia advertising solutions such as belly bands, business reply cards, counter cards, custom posters, ePrints, gatefold covers, pre-printed inserts and poly-bags.

PREMIUM REPRINTS

Colorful Reprints

Reprints of companies featured in M.D. News are ideal for promoting your practice, medical products and services. Increase your brand exposure with high quality 4-color reprints to use as brochure inserts, promotional flyers, direct mail pieces and trade show handouts.

Reprints en Español

Open up new market opportunities and spread the word to Spanish-speaking buyers. Reach this growing segment with Reprints en Español. We translate your reprints, allowing you to build product awareness in both English and Spanish.

Digital Reprints

Integrate your direct marketing efforts with digital reprints and maximize instant on-line exposure. Contact your local publisher for further details.

PREFERRED PLACEMENT RATES

The publisher reserves the right to select advertising positions in each issue. However, the advertiser may pay a 10% premium to select premium placement positions in the magazine if the ad space is 4-color and 1/3 page or larger. Contact your local publisher for more details.

RATE SPECIFICATIONS

All ad and insert rates are per insertion. Color may be added to b&w ads for an additional \$100 per color (CMYK only).

CLOSING DEADLINES

Please contact your local publisher for advertising and materials closing deadlines.

MECHANICAL SPECIFICATIONS

Final Trim: 8.125" wide x 10.75" tall

Binding: Saddle-stitched

Cover: Sheet fed on 100 lb. gloss text

Body: Sheet fed on 70 lb. gloss text

Line screen: 175

ADVERTISING PAGE DIMENSIONS	(W x H)
Spread (Bleed)	16.5" x 11"
Spread (Non-Bleed)	15.25" x 9.75"
Full (Bleed)	8.375" x 11"
Full (Non-Bleed)	7.25" x 9.875"
2/3 Vertical	4.75" x 9.875"
1/2 Horizontal (Bleed)	8.375" x 5.375"
1/2 Horizontal (Non-Bleed)	7.25" x 4.8125"
1/2 Vertical	4.75" x 7.25"
1/3 Square	4.75" x 4.8125"
1/3 Vertical	2.25" x 9.875"
1/4 Vertical	3.5" x 4.8125"
1/4 Horizontal	4.75" x 3.5"

*1/4 Page ad sizes will be stacked on a page and are not available for page dominance.

ADVERTISING SPECIFICATIONS

Platform: Macintosh platform preferred

Preferred File Format: Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign®, Adobe Illustrator®, Adobe Photoshop®, and QuarkXpress®. We do not accept ads created in Microsoft Publisher®, Microsoft Word®, Microsoft Powerpoint®, Multi-Ad Creator®, or Corel Draw®.

File Transfer: All digital files should be provided on a CD or DVD and must be accompanied by a hard copy/proof of the finished product. Files may be uploaded to our FTP site; contact your local publisher for more information. Files transferred via FTP must be supplied as a PDF/X-1a file or source files must include a clearly labeled PDF "soft proof."

Color: All images must be saved in CMYK format. Any RGB, Index, or PMS colors must be converted to CMYK prior to submission of materials. Noncompliant images will automatically be converted to CMYK. Sunshine Media does not assume responsibility for any discrepancies that may occur as a result of the conversion.

Graphics: Raster images must be 350ppi and saved in a TIFF or EPS format. Do not embed images in your source file without including those images separately (unless providing a PDF/X-1a file). Remove all embedded color profiles prior to saving files.

Fonts: Include all fonts with your source files. Adobe Type 1 fonts preferred – Include both printer and screen fonts. Font substitutions will be made for missing or noncompliant fonts. Sunshine Media does not assume responsibility for content errors due to these substitutions.

Charges: Submit final, approved artwork only. Production charges may apply to your supplied ads if they do not comply with our specifications. Charges are billed at an hourly rate with a half-hour minimum.

MULTIPLE MARKETS

Each contracted market requires separate ad files and proofs.

DIGITAL FILE STORAGE

Digital files of supplied artwork will be archived for a 12-month period. Original artwork and storage media (CDs, DVDs, USB drives, etc.) will not be returned.

INSERT REQUIREMENTS

Insert size: 7.875" x 10.75" or smaller. Paper stock not to exceed 100 lb. text. Inserts count as one insertion toward frequency. All single-page inserts are tipped in. Ask your publisher for the correct quantity to supply. If you are interested in having a custom insert produced, please call Sunshine Media for a quote.

Shipping Instructions: All inserts must be shipped prepaid and labeled with the magazine edition name, 5-digit publication number (contact publisher for number), month of issue, and total number of boxes.

Sunshine Media Printing
 Attn: Howie Hibbs
 3980 East Columbia Street
 Tucson, Arizona 85714-2140

Contact your local Publisher for more information

