

2002 Advertising Rates

Ad Size	Black & White			Buyer's Guide Only
	1x	3x	6x	
SPREAD	5230	4565	3905	5755
FULL PAGE	2615	2285	1955	2875
2/3 page	2045	1800	1560	2250
1/2 page	1625	1435	1250	1785
1/3 page	1135	1025	935	1250
1/4 page	900	835	695	990
1/6 page	765	665	590	840

Covers and Special Positions

Cover 2	4060	3760	3600	4465
Cover 3	3940	3579	3365	4334
Cover 4	4285	3970	3780	4715

Rates for covers include 4-color process. Add 15% to rates for special positions other than covers.

- Pages 1, 2 • Opposite "Editor's Note"
- Placement preferences cannot be guaranteed

Color Rates (Per Page of Fraction):

Publisher's Choice = \$335
Standard Color = \$375
Matched PMS Color = \$475
Four Color Process = \$800

Preprinted Inserts

Billed at the B&W page rate plus tipping, bagging (if required, printing extra).
Discounts: 2 pages 10%, 4 pages 25%, 6 pages 30%, 8 pages 35%.
Rates for preprinted inserts are commissionable.

Additional Production

Additional digital computer work, alterations and conversion of materials will be billed. Creative fees, art services, typesetting at prevailing industry rates.

Web Banner Rates Includes Web Leads and Hotlink

Standard Page footer, Buyer's Guide Footer	1050
Feature Page Footer, Buyer's Guide Top, Standard Page Top	1350
Home Page, Top or Side	1650

Rates are for minimum 2 month insertion.

Specs

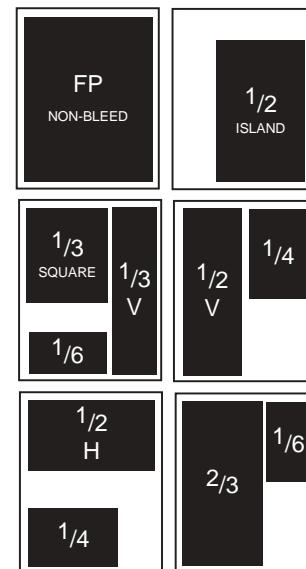
Horizontal Banner: 468 x 60 pixels (max file size 12k)
Vertical Banner: 115 x 230 pixels (max file size 12k)

Only 10% more for Web Banner with Magazine Ad

Includes Web Leads and Hotlink (Minimum \$100)

Ad Dimensions

	"Wide	"High
FULL PAGE bleed	8 1/2	11 1/8
Full Page non-bleed	7 3/4	10 3/8
2/3 page	4 3/4	10
1/2 page island	4 3/4	7 1/2
1/2 page horizontal	7 1/4	4 3/4
1/2 page vertical	3 1/2	10
1/3 page vertical	2 1/4	10
1/3 page square	4 3/4	4 3/4
1/4 page vertical	3 1/2	4 3/4
1/4 page horizontal	4 3/4	3 1/2
1/6 page vertical	2 1/4	4 3/4
1/6 page horizontal	4 3/4	2 1/4



Magazine Mechanical Specifications

DIGITAL FILES ARE REQUIRED. FULL SPECS CAN BE DOWNLOADED AT:
WWW.TELEMEDTODAY.COM/DIGITALADSPESCS/

Supply graphics, fonts, application name and version. Use the CMYK color model.
Must be accompanied by color proof. Film conversion charges billed as needed.

Printing specifications: Web offset on coated stock, saddlestitched. SWOP standards. Two color, black with standard 2nd color.

Trim Size: 8 1/4" W x 10 7/8" H

Live matter must fall within 7 3/4" x 10 3/8"

Insertion Orders

Space reservations are due on advertising closing date. Insertion orders must be received on space closing date by Advertising Manager to guarantee space reservation. Verbal reservations cannot be accepted as final. Reservations will be taken on a space-available basis.

Cancellation or any other change to insertion order contract must be received prior to closing date. Cancellations received after closing date will be invoiced for full amount.

An insertion order, purchase order or letter of intent is required for all advertising placements (no exceptions). Previously inserted advertising materials for contracted advertisers will be picked up unless otherwise notified on or before the stated closing date.

Please FAX Insertion Order to: 805-371-7885

General Policy

Rates: All rates assume furnished materials (digital). Additional camera work will incur extra charges at prevailing industry rates.

Discounts: Advertisers who pay in full, for a one year 6 x advertising contract, will receive a 5% discount.

Commissions: 15% of gross rate to recognized agencies other charges are not commissionable. Web banners and video streaming are non-commissionable. If agency becomes delinquent in payment, all discounts will be discontinued, and advertiser will be contacted directly.

Credit terms: Net 30 days. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. Delinquent accounts are subject to contract cancellation, prepayment requirements, or exclusion from future Telemedicine Today advertising.

Orders: Insertion orders must be received by closing date to guarantee ad placement. Insertion instructions must be supplied for every advertisement and must clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (specific tagline, visual element), plus any special instructions, such as PMS color, color build, bleed, pick-up from last issue, etc.

Changes: When no change is received by the closing date, the previously run advertisement will be inserted.

Cancellations: Must be received in writing by closing date. Cancellations after closing date will be invoiced for full amount.

Short Rates: Adjustments to unearned frequency discounts will be enforced.

Liability: Held jointly by advertiser and agency. Publisher reserves the right to refuse advertising not in keeping with publication's standards.