

NATIONAL REVIEW *of* MEDICINE

"MUST KNOW" MEDICAL NEWS AND BRIEFS,
BANKABLE PRACTICE AND FINANCIAL ADVICE

Advertising specifications:

Two final size high resolution color proofs must be provided for press match.

Publisher not responsible for reproduction of color advertisements unless valid color proofs are supplied.

Bleed	Width	Depth	Columns	Lines
Full tab live area	10 1/4"	16"	5	224
Full tab trim size	11"	16 5/8"	5	224
Full tab bleed size	11 1/4"	16 7/8"	5	224
Full tab DPS live area	21"	16"	10	224
Full tab DPS trim size	22"	16 5/8"	10	224
Full tab DPS bleed size	22 1/4"	16 7/8"	10	224
Magazine page	8 1/8"	11 1/4"	4	158
Magazine DPS	17 1/4"	11 1/4"	8	158
Magazine type page	7"	10"	4	140
Magazine 2/3 vert. page	4 5/8"	10"	3	140
Magazine 2/3 horiz. Page	7"	6 1/2"	4	91
Magazine 1/2 vert. page	3 3/8"	10"	2	140
Mag 1/2 horiz. page	7"	4 7/8"	4	70
Mag 1/3 vert. page	2 1/4"	10"	2	140
Mag 1/3 horiz. page	7"	3 1/4"	4	60
Marg 1/4 vert. page	1 3/4"	10"	1	140

Web advertising available upon request.

Insertion orders

Mail, fax or e-mail: Parkhurst c/o National Review of Medicine: Attention Elaine Mackasey,
400 McGill St., 3rd Floor Montreal, QC, H2Y 2G1

Phone: (514) 397-8833; **Fax:** (514) 397-0228; **Email:** elaine@parkpub.com

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www.nationalreviewofmedicine.com



2008 Rates Schedules Specs



NATIONAL REVIEW of MEDICINE

National Review of Medicine wraps the “must know” clinical news around highly actionable practice management and financial advice. The dynamic Page One interview captures readers; pithy news briefs, legal insights and the politics behind the politics keep them turning pages. Concisely written for the busy practitioner, it’s a tabloid that entertains as it informs.

Line rates

Lines	\$/Line	Lines	\$/Line
Casual	4.66	125440	3.87
6720	4.60	150080	3.82
14560	4.45	174720	3.77
21280	4.31	201600	3.70
29120	4.19	225120	3.67
43680	4.12	252000	3.64
58240	4.03	280000	3.60
75040	3.98	300160	3.57
100800	3.92		

Colour

1 colour: \$900
Matched colour: \$1314
4-colour process: \$1840
Bleed: no charge
Preferred and guaranteed positions: 25% surcharge on b/w page rate

Issue and material dates

Issue date	Space	Material
January	December 10	December 17
February	January 07	January 14
March	February 04	February 11
April	March 03	March 10
May	April 07	April 14
June	May 05	May 12
July	June 02	June 09
August	June 30	July 07
September	August 04	August 11
October	September 08	September 15
November	October 06	October 13
December	November 10	November 17

Preferred positions

(% calculated on black & white charges)
OBC: 50%
IFC: 45%
IBC: 35%
Other positioning: call for pricing

Earned rates & agency discounts

Earned rates are based on the total amount of space run in 12 consecutive months. 15% net 30 days. The Advertising Agency and the client are jointly and severally responsible for the payment of invoices.

Corporate volume discount (CVD)

Cumulative volume among Doctor’s Review, Parkhurst Exchange and the National Review of Medicine apply. Contact sales representatives for details. CVDs apply to all special positions except covers.

Distribution: Monthly (12 issues)

NRM is distributed nationally to over 40,000 general practitioners and family medicine specialists plus key therapeutic specialists (CCAB, March 2007, www.nationalreviewofmedicine.com)

Inserts:

For quotes please contact Stephanie Gazo (888) 489-8045.

Insert requirements – center spread only, stapled

Quantity required: 44,000 supplied 4 pages.

Maximum weight of stock: maximum weight 70 lb.

- Inserts must be supplied with 1/8” head trim including bleed, foot trim 3/16” including 1/8” bleed, face trim 1/8” including 1/8” bleed. High folio face trim 1/4” trim, including 1/8” bleed and 3/8” lap. Insert folded should measure 11 3/8” (w) x 16 13/16” (h).
- Inserts printed in US must carry “Printed in USA.”
- Inserts must be delivered in uniform boxes weighing 35lb maximum on skids measuring 42” x 48” labelled National Review of Medicine.
- Ship inserts to National Review of Medicine c/o Transcontinental Interweb: 1603 Montarville, Boucherville, QC, J4B 5Y2, at least 14 days prior to publication date.

Technical specifications for digital ads

- Adhere to ISO standard file formats endorsed by Magazines Canada (www.magazinescanada.ca).
- Only PDF-X1a or PDF-X3 or collected/packaged QuarkXPress 4.11 and upward, InDesign CS2 and upward file formats, including all postscript fonts, are accepted.
- When generating PDF-X files, Open Prepress Interface (OPI) must not be selected in the Output tab of Export Layout as PDF, nor in the Advanced tab in InDesign.
- Document sizes should be set to the final trim size of the magazine page with a minimum of 1/8” for bleeding elements for full-page submissions.
- Crop marks must be set to 12 pts away from trim.
- Multiple crop marks on ads must clearly indicate trim sizes.
- P.I. (Prescribing Information) must be edited in black only (no CMYK).
- All colours must be edited in CMYK, unless a 5th (or more) PMS colour has been contracted.
- In the case of a PMS colour, DCS 2.0 separations must be used. All other attached files (e.g. Photoshop, Illustrator, Freehand EPS, TIFF) must be saved in CMYK.
- Photoshop files must be sized correctly, scaled at 100% size and saved as EPS or TIFF with all colours saved accordingly.
- Illustrator files must be saved as EPS and all type converted to outline.
- For all native application files, trapping must be set to default.
- Material is to be supplied on CD or DVD.
- All material must be supplied with final dye-sublimation colour proofs (Rainbow) or “Matchprint” (chromalin) which correspond to the actual document size.

Graphic Specifications

Number of columns = 5

- 1 col = 1 7/8” (1.906”) wide
- 14 agate lines = 1 inch

- 1 col depth = 224 agate lines or 16” deep
- Advertisement over 190 lines billed as full column depth 224 lines