



Today's Medical Developments

2010 RATE CARD

Frequency Discounts*

	1x	3x	6x	10x
Full Page	\$3,200	\$3,170	\$3,080	\$2,950
1/2 Island	1,950	1,910	1,835	1,710
1/2 Horizontal	1,900	1,850	1,800	1,700
1/4 Page	1,025	1,000	975	900

Color Charges

	1x	3x	6x	10x
Standard 2-color extra	\$550	\$500	\$450	\$400

Standard colors are process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). For PMS spot colors, see below for Matched color pricing.

Color Charges

	1x	3x	6x	10x
4-color process, extra	\$650	\$600	\$550	\$500

Progressive proofs or color keys required on all 4-color advertising.

Digital Edition: All print edition advertisers have the option to include their ad in the digital edition for a 5% premium to their gross earned frequency space and color rate.

***Return on Investment Program:** Please consult your representative to maximize your frequency and lower your cost per page.

Other Special Positions: For guaranteed positions add a 20% premium charge to the black and white display rate, and indicate the special position on your insertion order.

Classified Advertising

- \$100 per column inch, non-commissionable
- Standard two-color: \$25 additional
- Standard four-color: \$50 additional
- All other classified "word" advertising is payable at a rate of \$1.10 per word (minimum of \$30.00) payable in advance.
- Add \$1.50 to include a box number plus six words.

Inserts: Contact TMD's sales staff for pricing and the production director for mechanical specifications (a sample is required). 100 lb coated book stock or 80 lb offset stock maximum.

All inserts should be shipped, prepaid to:
Today's Medical Developments,
 Publishers Press Inc., Attn: Cassy Luckett
 100 Frank E. Simon Ave, Shepherdsville, KY 40165

Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on www.OnlineTMD.com
- Regional rates and mechanical requirements

Commissions and General Information

15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

Mechanical Requirements

Saddle stitch, 3 columns to a page.
 Paper stock: Machine coated 50 lb body with 100 lb cover.
 Colors available: matched, 4-color process (AAAA-MPA).
 Trim size 7-7/8" x 10-1/2".

Digital Files and Specifications For Print

High-res, press ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 330.523.5370 or 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

Mailing Instructions

Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to:
Today's Medical Developments, 4020 Kinross Lakes Parkway, #201, Richfield, OH 44286. For additional information, call Lori Skala at 330.523.5370 or 800.456.0707.

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/4 Page Horizontal	7"	2-3/8"
1/6 Page Vertical	2-3/16"	4-7/8"
1/6 Page Horizontal	4-1/2"	2-3/8"

Bleed Ad Sizes (Available at No Extra Charge)

Specifications	Width	Depth
Single Page Bleeds	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"
Spread Bleeds	16-1/4"	10-3/4"
Trim Area	15-3/4"	10-1/2"
Live Area	14"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.)

Digital File Specifications for Web Advertisements

The preferred file formats for all internet advertisements are .gif, .jpg, .swf. Please e-mail all artwork and copy instructions to Christina Hackel at chackel@gie.net or call 330.523.5328 or 800.456.0707 for more information.

Editorial and Business Offices

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