

PMD

Pharmaceutical Marketers Directory

For more information, contact:

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2012/13 Rates

DISPLAY ADVERTISING

Advertising Size	Black & White	2 Color	4 Color
Data Divider	–	\$7,690	\$8,885
Classified Divider	–	\$5,620	\$6,815
Page	\$3,170	\$4,125	\$5,320
2/3 page	\$2,630	\$3,585	\$4,780
1/2 page	\$2,300	\$3,255	\$4,450
1/3 page	\$1,725	\$2,680	\$3,875
1/4* data only	\$1,410	\$2,365	\$3,560
1/6 page	\$1,205	\$2,160	\$3,355
Business Card	\$730	\$1,685	\$2,880
Jumbo Banner (per page)	\$520	\$600	\$675
Banner (per page)	\$260	\$315	\$365
Banner/Logo Combo	\$1,240	\$2,195	\$3,390
Banner/Boldface Combo	\$1,055	\$2,010	\$3,205
Logo Listing	\$675	–	–
Boldface Listing	\$475	–	–

→ → → Opposite Divider = 25% premium

Cover Rates - 4 Color

Second:	\$10,635
Third:	\$10,240
Fourth:	\$10,920
Spine:	\$11,820
Cover Name Label:	\$11,820

NOTE: All PMS color should be converted to 4-color process for printing purposes.

COPY DEADLINE: All digitally formatted material due April 15th.

ADVERTISEMENT ORDERS: Insertion orders are required from all advertisers prior to insertion. Written confirmation of copy, other instructions and cancellation is required. New advertisers must pay in advance by check, cash or American Express, Visa, or MasterCard. Other advertisers will be billed the month of publication. The account is payable within 30 days of issue.

CANCELLATION: Requests must be received in writing at least 2 weeks prior to the copy/artwork deadline.