

ADVERTISING RATES US Dollars



B&W	1x	3x	6x	12x	18x	24x	36x
Full Page	4,720	4,615	4,495	4,315	4,170	4,015	3,920
2/3 Page	4,130	4,050	3,930	3,810	3,650	3,525	3,425
1/2 Page	3,270	3,165	3,110	2,955	2,875	2,775	2,700
1/3 Page	2,380	2,305	2,260	2,160	2,095	2,025	1,965
1/4 Page	1,875	1,805	1,770	1,690	1,640	1,600	1,540

Color	1x	3x	6x	12x	18x	24x	36x
Full Page	6,910	6,805	6,685	6,505	6,360	6,205	6,110
2/3 Page	6,320	6,240	6,120	6,000	5,840	5,715	5,615
1/2 Page	5,460	5,355	5,300	5,145	5,065	4,965	4,890
1/3 Page	4,570	4,495	4,450	4,350	4,285	4,215	4,155
1/4 Page	4,065	3,995	3,960	3,880	3,830	3,790	3,730

Dimensions	W	H	Trim Size	W	H	Color Charges	Special Positions
Full Page	6 3/4"	9 1/2"	Trim Size	7 3/4"	10 1/2"	Standard 765	Cover 2 725
2/3 Page	4 1/2"	9 1/2"	Bleed	8"	10 3/4"	Matched 920	Cover 3 725
1/2 Page Island	4 1/2"	7"	Live Matter	7"	9 3/4"	Metallic 1,170	Cover 4 1,210
1/2 Page Horz	6 3/4"	4 5/8"	Spread Size	14 1/2"	9 1/2"	4-Color 2,190	Preferred Pos 600
1/2 Page Vert	3 3/8"	9 1/2"	Bleed (Spread)	15 3/4"	10 3/4"		
1/3 Page Sq	4 1/2"	4 5/8"					
1/3 Page Vert	2 1/8"	9 1/2"					
1/4 Page	3 3/8"	4 5/8"					

Digital Ad Requirements

- Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied, Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than PDF/X-1a. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.
- Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.
- Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

* Send all CD-R or DVD-R files to: Jane Meyer, Applied Clinical Trials, 131 West 1st Street, Duluth, MN 55802-2065
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