



**STAFF**

**Group Publisher**  
Peggy Onstad  
(201) 690-5369  
ponstad@advanstar.com

**National Sales Manager**  
Samantha Armstrong  
(201) 690-5445  
sarmstrong@advanstar.com

**Production Manager**  
Sheila M. Markes  
(218) 740-6509  
smarkes@advanstar.com

**Editor-in-Chief**  
Richard Kerr  
(440) 891-2758  
dkerr@advanstar.com

**Marketing Director**  
Susan Kuppler Haber  
(201) 690-5403  
shaber@advanstar.com

**PUBLISHED BY**  
**Advanstar Communications**  
123 Tice Boulevard  
Third Floor  
Woodcliff Lake, NJ 07677  
(201) 690-5300 • (201) 690-5400 (fax)

R. Steve Morris  
Executive Vice President  
Life Sciences Group  
(201) 690-5381  
smorris@advanstar.com

 

## Rates

1. **Effective Date:**  
January 1, 2009 for all advertisers. All contract advertisers will be protected under these rates for the calendar year 2009.
2. **Earned Rates:**
  - a) **Full-Run Rates:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Insertions from a parent company and its subsidiaries are combined to determine earned rate. Publisher guarantees uniform rates to all advertisers.
  - b) **Demographic Rates:** Accepted on a limited basis (see item 3e).
3. **Rates, Discounts, and Commissions:**
  - a) **Full-Run (black-and-white) Rates:** See box on next page.
  - b) **Insert Rates:** See boxes at bottom of next page.
  - c) **Web Rates:** With the integration of Advanstar's healthcare Web sites into the ModernMedicine.com Network, online advertising can now be bought on a CPM basis, either run-of-site or through specific channels.
    - 1) **Run-of-site: \$65 CPM**  
Positions your ad throughout the ModernMedicine.com Network. Your ad will be served up to all our sites (no specific placement) to achieve favorable impressions for your marketing message.
    - 2) **Channel Buy: \$110 CPM**  
Channel buys allow targeting by physician specialty or other specified clinicians, therapeutic location (Resource and Condition Centers and Special Sections) and by 25 keywords search.
  - d) **Discount Programs:**
    - 1) **2009 Corporate Discount Program (CDP):**  
Effective with January 1, 2009 insertion orders, the Corporate Discount Program is based on an advertiser's 2008 net advertising plus non-CME promotional project expenditures in all of the Advanstar Communications healthcare print media. Please contact your national sales manager for more information.

2008 Net Corporate Spend	Rate Savings	2008 Net Corporate Spend	Rate Savings
\$100,000 – \$250,000	0.50%	\$2,500,001 – \$3,000,000	5.00%
\$250,001 – \$500,000	0.75%	\$3,000,001 – \$3,500,000	6.00%
\$500,001 – \$750,000	1.00%	\$3,500,001 – \$4,000,000	8.00%
\$750,001 – \$1,000,000	1.50%	\$4,000,001 – \$4,500,000	10.00%
\$1,000,001 – \$1,500,000	2.00%	\$4,500,001 – \$5,000,000	12.00%
\$1,500,001 – \$2,000,000	3.00%	\$5,000,001 – \$5,500,000	14.00%
\$2,000,001 – \$2,500,000	4.00%	\$5,500,001 – \$6,000,000	16.00%

- 2) **Specialty Group Discount (SGD):**  
Effective with January 1, 2009 insertion orders, the 2009 Advanstar Communications Specialty Group Discount is solely based on an advertiser's 2008 net print advertising expenditures in the Advanstar

Communications Specialty Group publications only. For a list of the Specialty Group publications, please contact your national sales manager.

2008 Net Corporate Spend	Rate Savings	2008 Net Corporate Spend	Rate Savings
\$100,000 – \$200,000	1%	\$400,001 – \$500,000	4%
\$200,001 – \$300,000	2%	\$500,001 – Above	5%
\$300,001 – \$400,000	3%		

- 3) **Product Incentive Program (PIP):**  
Advertise a minimum of 6 product insertions in *Urology Times* and save. The more insertions, the more you save:
 

Number of Insertions:	3x	6x	9x	12x
<b>Discount:</b>	2%	3%	4%	5%

**Product Incentive Program Criteria:**

  - i) The minimum number of insertions at each level must be met within a calendar year. One full page in *Urology Times* is the minimum insertion size.
  - ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product's gross insertion expenditure. The PIP discount should be added to your corporation's Corporate Discount Program (CDP) earned discount and the resulting total percentage is taken off of the gross insertion cost.
  - iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your *Urology Times* sales representative of your product's planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.
  - iv) All of a product's indications work together to attain a product's insertion level.
- 4) **Urology Times Clinical Edition Supplement Combination Buy:** When you advertise in an issue of *Urology Times* Clinical Edition Supplement in March, June, September, or December as well as in the regular issue of *Urology Times* in the same month as the supplement, you save 10% off the earned rate for the Clinical Supplement ad. Regular *Urology Times* rates apply.
- e) **Demographic Rates:** Available on a limited basis. Demographic inserts are calculated by multiplying percent of circulation requested (minimum 50%) times the one-time B&W page rate times the total number of pages, plus a \$1,545 (non-commissionable) mechanical charge.  
**ROB:** Limited availability on request.

- Notes:**
- 1) There is an additional charge if *Urology Times* performs the list match.
  - 2) All full-run insert pages count toward earned full-run frequency rate.
  - 3) Availability of demographic inserts is based on the ability to bind a limited number of matched list runs per issue.
  - 4) Publisher reserves the right to review acceptance of any demographic advertisement.
  - f) **Agency Commissions and Terms:** 15% of gross billings on space, color, and premium positions. Withdrawn if not paid within 30 days. A finance charge of 1.5% per month will be applied to all past due balances.

## Full Run Rates (Effective January 1, 2009)

Frequency	Tabloid		3/4 Page		1/2 Page Island		1/2 Page		1/3 Page		1/4 Page		1/8 Page		BRC
	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C	B/W	4/C	
1x	\$4,950	\$7,455	\$4,310	\$6,815	\$3,730	\$6,235	\$3,420	\$5,925	\$2,735	\$5,240	\$2,345	\$4,850	\$1,430	\$3,935	\$3,185
3x	4,915	7,420	4,280	6,785	3,700	6,205	3,370	5,875	2,715	5,220	2,320	4,825	1,415	3,920	3,145
6x	4,815	7,320	4,195	6,700	3,620	6,125	3,310	5,815	2,650	5,155	2,270	4,775	1,400	3,905	3,100
12x	4,620	7,125	4,025	6,530	3,475	5,980	3,180	5,685	2,555	5,060	2,175	4,680	1,345	3,850	2,975
24x	4,370	6,875	3,805	6,310	3,290	5,795	3,010	5,515	2,420	4,925	2,070	4,575	1,275	3,780	2,805
36x	4,285	6,790	3,745	6,250	3,230	5,735	2,970	5,475	2,375	4,880	2,025	4,530	1,260	3,765	2,765
48x	4,200	6,705	3,665	6,170	3,155	5,660	2,905	5,410	2,340	4,845	1,990	4,495	1,225	3,730	2,715
60x	4,120	6,625	3,600	6,105	3,110	5,615	2,855	5,360	2,280	4,785	1,940	4,445	1,200	3,705	2,645
72x	4,050	6,555	3,525	6,030	3,050	5,555	2,795	5,300	2,250	4,755	1,905	4,410	1,180	3,685	2,610
96x	3,890	6,395	3,395	5,900	2,935	5,440	2,690	5,195	2,155	4,660	1,835	4,340	1,135	3,640	2,505
108x	3,815	6,320	3,320	5,825	2,865	5,370	2,615	5,120	2,080	4,585	1,810	4,315	1,105	3,610	2,470
120x	3,755	6,260	3,285	5,790	2,835	5,340	2,575	5,080	2,040	4,545	1,780	4,285	1,065	3,570	2,430

## Tabloid Insert Rates (Effective January 1, 2009)

Freq.	2-PG	4-PG	6-PG	8-PG	10-PG	12-PG
1x	\$9,900					
3x	9,830	\$19,660				
6x	9,630	19,260	\$28,890	\$38,520	\$48,150	
12x	9,240	18,480	27,720	36,960	46,200	\$55,440
24x	8,740	17,480	26,220	34,960	43,700	52,440
36x	8,570	17,140	25,710	34,280	42,850	51,420
48x	8,400	16,800	25,200	33,600	42,000	50,400
60x	8,240	16,480	24,720	32,960	41,200	49,440
72x	8,100	16,200	24,300	32,400	40,500	48,600
96x	7,780	15,560	23,340	31,120	38,900	46,680
108x	7,630	15,260	22,890	30,520	38,150	45,780
120x	7,510	15,020	22,530	30,040	37,550	45,060

## Island Insert Rates (Effective January 1, 2009)

Freq.	2-PG	4-PG	6-PG	8-PG	10-PG	12-PG
1x	\$7,460					
3x	7,400	\$14,800				
6x	7,240	14,480	\$21,720	\$28,960	\$36,200	
12x	6,950	13,900	20,850	27,800	34,750	\$41,700
24x	6,580	13,160	19,740	26,320	32,900	39,480
36x	6,460	12,920	19,380	25,840	32,300	38,760
48x	6,310	12,620	18,930	25,240	31,550	37,860
60x	6,220	12,440	18,660	24,880	31,100	37,320
72x	6,100	12,200	18,300	24,400	30,500	36,600
96x	5,870	11,740	17,610	23,480	29,350	35,220
108x	5,730	11,460	17,190	22,920	28,650	34,380
120x	5,670	11,340	17,010	22,680	28,350	34,020

## Rates continued

### 4. Color: In addition to earned B&W rates.

#### Charge per color/page or fraction

Second color (magenta, cyan, yellow):	\$1,080
Matched color (all PMS excluding 800 series):	\$1,340
Sheen/Metallic/Fluorescent color (PMS 800 series):	\$2,085
3- and 4-color process:	\$2,505
5-color:	4C process rate + PMS or sheen rate

### 5. Covers and Premium Positions (non-cancelable)\*:

#### a) Cover Rates:

Second cover:	Earned B&W rate + 25% premium
Third cover:	Earned B&W rate + 15% premium
Fourth cover:	Earned B&W rate + 50% premium

#### b) Premium Positions:

Opposite TOC:	Earned B&W rate + 10% premium
---------------	-------------------------------

#### c) Special Position Charge:

A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

\* Does not include 4C process charges. One impression standard or match color, or 4th and 5th color extra charge. Consult Sales Manager for rates. When a cover is included in a multiple-page space unit, all pages must be in full pages.

### 6. Addresses:

#### a) Low-end display, classified products and services contact:

Estelle Hofer  
 Phone: (800) 225-4569, ext. 2697, (440) 891-2697  
 Fax: (440)-826-2865  
 ehofer@advanstar.com

#### b) Recruitment advertising contact:

Scott Eigenbrod  
 Phone: (800) 225-4569, ext. 2671, (440) 891-2671  
 Fax: (440)-826-2865  
 seigenbrod@advanstar.com

## Insert Information

### 7. Availability and Acceptance:

- a) **Availability:** Inserts are accepted
- b) **Acceptance:** Stock and copy sample must be submitted to the Production Manager for approval at least one month prior to scheduled issue.
- c) **BRCs:** Accepted on a limited basis. BRC must accompany a minimum of a full-page ad. BRCs are charged at the 1x B&W page rate.
- d) **Bellybands, covertips, outserts** are available. Please contact your national sales manager.

### 8. Charges:

Advertisers will be billed at cost for charges incurred due to incorrectly supplied inserts.

### 9. Stock Specifications:

#### a) Acceptable stock weights:

	Single Leaf/ 2 Pages	4 Pages	Six + Pages
<b>Coated</b>	80#	70#	60#
<b>Uncoated</b>	60#	50#	40#
<b>Thickness</b>	.004" max	.004" max	.035" max

Submit samples to Production Manager for approval. Samples of insert stock should be submitted four weeks in advance of insert delivery date and prior to printing of insert.

- b) **Grain:** Insert stock grain should run parallel to the binding edge.

### 10. Trimming:

Ship folded to 7<sup>3</sup>/<sub>4</sub>" x 10<sup>1</sup>/<sub>2</sub>." Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trimmed edges and 1/2" from gutter trim. Book is jogged to head; head trim is 1/8", no outside or foot trim. All inserts to be full sized, supplied untrimmed, printed, folded (except single leaf), and ready for bindery. For information regarding other size inserts contact Sheila M. Markes, (218) 740-6509.

### 11. Quantity: 15,000

### 12. Shipping:

- a) Delivered on skids with a single band holding a lift together. Skid or pallet CANNOT exceed 42" in height from the floor to the top of the skid or pallet. Failure to meet the requirements may result in a re-stacking charge passed on to insert supplier.
- b) Packing slip MUST have publication name, date, and insert quantity clearly marked. Samples should be attached for identification. Multiple issues or different inserts MUST be packed separated by issue. Publication/printer will not be responsible for inserts destroyed if not separated by issue.  
 Ship to:  
**Urology Times**  
 Attn: Renea Belt  
 R.R. Donnelley  
 3401 Heartland Drive  
 Liberty, MO 64068  
 (816) 792-5300

## Issuance and Closing

- 13. First Issue:** 1979.
- 14. Frequency:** 13 times per year.
- 15. Issue Dates:** 5th of every month, except special issues.
- 16. Mailing Class:** Periodical.
- 17. Closing Dates:** See chart below.  
Reservations for space must be confirmed by written insertion order prior to closing.

Issue Date	Ad Close	Materials Due	Insert Due At Printer	Special Marketing Opportunities
January	11/26/08	12/04/08	12/09/08	• Customized Marketing Survey
February	12/30/08	01/07/09	01/12/09	
March	01/29/09	02/04/09	02/10/09	• Urology Times Clinical Edition
April 1	02/27/09	03/05/09	03/10/09	• AUA Annual Meeting Preview Issue • Bonus distribution at American Urological Association (AUA), April 25-30, 2009, Chicago, IL
April 15	03/16/09	03/20/09	03/25/09	• State of Urology Issue • Bonus distribution at American Urological Association (AUA), April 25-30, 2009, Chicago, IL
May	04/02/09	04/08/09	04/13/09	
June	04/27/09	05/01/09	05/06/09	• Best of AUA Issue • Urology Times Clinical Edition
July	06/01/09	06/05/09	06/10/09	• AUA Take-Home Messages In-Depth Issue
August	07/01/09	07/08/09	07/13/09	• Message Impact Study
September	07/30/09	08/05/09	08/10/09	• Prostate Health Month Issue • Urology Times Clinical Edition
October	08/28/09	09/03/09	09/09/09	• Advances in Technology Issue
November	09/28/09	10/02/09	10/07/09	
December	10/30/09	11/05/09	11/10/09	• State of the Specialty Survey Results • Urology Times Clinical Edition

## Editorial

- 18. Special Issues:** See chart above.
- 19. General Editorial Direction:**  
*Urology Times* provides news analysis of key advances in surgical and non-surgical techniques, treatments and practice management. It is edited for specialists treating urologic disorders to help them provide better patient care while running more efficient practices. Content includes reports from major urology meetings, interviews with expert clinicians and researchers, practice management information and advice, legislative updates and how-to articles.
- 20. Average Issue Information:**
- a) **Average number of articles per issue:** 32.
- b) **Average article length:** 1 page.
- c) **Editorial departments:** News Update, Hands On, Coding and Reimbursement, Coding Q&A, The Bottom Line, Money Matters, What's Your Experience?, Washington and You, Perspective, In the Public Eye, New Products and Services, Meeting Calendar, Speak Out, and In Practice.
- d) **CME:** Available online at [www.urologytimes.com](http://www.urologytimes.com).
- 21. Origin of Editorial:** Meeting coverage by professional medical writers (70%), columns authored by physicians (10%), columns authored by other experts (10%), and articles/departments written by the editors (10%).

## Circulation

- 22. Coverage and Market:**
- a) **Coverage:** 50 states and foreign.
- b) **Market:** Urologists and gynecologists allied to the field of urology.
- 23. Selection Criteria:**
- a) **Circulation distribution:** 99.9% controlled, 0.1% paid.
- b) **Paid circulation:** Non-qualifying physicians, foreign, medical libraries and other medical professionals.
- c) **Subscription rates:** US, \$99; Canada and Mexico, \$147; All other foreign, \$195; Single copy US, \$13; Canada and Mexico, \$18; All other foreign, \$22.
- 24. Circulation Verification:**
- a) **Audit:** BPA Worldwide.
- b) **Mailing List House:** Direct Medical Data and Superior Fulfillment.
- 25. Circulation Coverage\*:**
- |                        |               |
|------------------------|---------------|
| Urologists             | 10,270        |
| Pediatric Urologists   | 225           |
| Gynecologists          | 29            |
| <b>Total Qualified</b> | <b>10,524</b> |
- \*June 2008 BPA Worldwide Audit
- 26. Circulation Modifications or Changes:**
- a) **Additions/Modifications:** N/A

## General Information

### 27. Requirements for Advertising Acceptance:

- a) Professional and nonprofessional products or services are accepted if judged by Publisher to be in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy to Publisher two weeks prior to closing date.
- b) Any ad or advertorial that resembles the *Urology Times* editorial style is strictly prohibited. All advertorials must be clearly designated, and Publisher reserves the right to request more specific designation.

**28. New Product Releases:** Submit new product press releases to *Urology Times* Editor, 24950 Country Club Blvd, North Olmsted, OH 44070 or by e-mail at UT@advanstar.com.

### 29. Editorial Research:

Editorial research is conducted throughout the year. Questions relate to various article topics and departments, use of the *Urology Times* web site, interest in new editorial ideas, general readership trends, and reader demographics.

### 30. Ad Format and Placement Policy:

- a) **Format:** Interspersed between and within articles.
- b) **Ads rotated:** Yes.

**31. Ad/Edit Ratio:** 55/45.

### 32. Services:

- a) **Customized Marketing Survey:** Your product- or market-specific question is posed to a randomly selected group of urologists. Results are presented in strict confidentiality.
- b) **Message Impact Study:** Measure how urologists rate your ad's success in gaining their attention and the action they will take as a result.
- c) **Urology Fact Book:** Our annual compendium of the urology market, including demographics, prescribing habits, and general practice information.
- d) **Bonus Distribution:**  
American Urological Association, April 25-30, 2009, Chicago, IL
- e) **Availability of Mailing List:** Yes.
- f) **Index of Advertisers:** Back of book.
- g) **Editorial Reprints:** Healthcare Reprints, call (800) 225-4569.

**33. Organization Affiliation:** Independent.

### 34. Association Memberships:

American Business Media (ABM) and BPA Worldwide.

### 35. Miscellaneous:

- a) All contracts are subject to acceptance by Publisher.
- b) Index of Advertisers is provided as a service to readers and advertisers at no charge. Publisher is not responsible for inadvertent errors in listings, and such errors do not warrant adjustments for space charges.
- c) Publisher shall not be responsible for errors in key numbers or any other typesetting done by Publisher. Errors do not warrant adjustments for space charges.
- d) Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained because of acts of God, acts of government or governmental instrumentality (whether federal, state, or local), strikes, accidents, work stoppages, fires, or any other similar or dissimilar circumstance beyond the control of Publisher.
- e) Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a short-rate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- f) An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- g) If an Advertiser does not use the amount of space agreed upon in a billing period they will be short-rated from date of first insertion within a 12-month period. Advertiser will be rebated if sufficient space has been used to warrant a lower rate than that which was billed within a 12-month period from date of first insertion.
- h) Costs incurred by Publisher for production work will be charged to the Advertiser regardless of whether or not ad runs.

## Digital Page Requirements

### 36. Ad Sizes and Bleed Sizes (in inches):

	Bleed Sizes Width/Depth	Live Area Width/Depth	Trim Sizes Width/Depth
Tabloid Page	10 <sup>3</sup> / <sub>4</sub> x 14 <sup>1</sup> / <sub>4</sub>	9 <sup>1</sup> / <sub>2</sub> x 13	10 <sup>1</sup> / <sub>2</sub> x 14
Tabloid Spread	21 <sup>1</sup> / <sub>4</sub> x 14 <sup>1</sup> / <sub>4</sub>	20 x 13	21 x 14
3/4 Tab Horizontal	10 <sup>3</sup> / <sub>4</sub> x 10 <sup>1</sup> / <sub>4</sub>	9 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>8</sub>
3/4 Tab Vertical	7 <sup>3</sup> / <sub>8</sub> x 14 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub> x 13	7 <sup>1</sup> / <sub>2</sub> x 14
1/2 Tab Sprd Horiz	21 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>8</sub>	20 x 6 <sup>3</sup> / <sub>8</sub>	21 x 7
1/2 Tab Horizontal	10 <sup>3</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>8</sub>	9 <sup>1</sup> / <sub>2</sub> x 6 <sup>3</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>2</sub> x 7
1/2 Tab Vertical	5 <sup>1</sup> / <sub>4</sub> x 14 <sup>1</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>2</sub> x 13	5 <sup>1</sup> / <sub>8</sub> x 14
1/2 Island	7 <sup>5</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>8</sub>
1/2 Island Spread	15 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>	15 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>
1/3 Vertical	5 <sup>1</sup> / <sub>4</sub> x 10 <sup>1</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>
1/4 Vertical	2 <sup>7</sup> / <sub>8</sub> x 14 <sup>1</sup> / <sub>4</sub>	2 <sup>7</sup> / <sub>8</sub> x 13	2 <sup>3</sup> / <sub>4</sub> x 14
1/4 Vertical Block	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>2</sub> x 6 <sup>3</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>8</sub> x 7
1/4 Horizontal	10 <sup>3</sup> / <sub>4</sub> x 3 <sup>3</sup> / <sub>4</sub>	9 <sup>1</sup> / <sub>2</sub> x 3	10 <sup>1</sup> / <sub>2</sub> x 3 <sup>5</sup> / <sub>8</sub>
1/4 Horizontal Block	7 <sup>5</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>8</sub>	6 <sup>3</sup> / <sub>4</sub> x 4 <sup>5</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>2</sub> x 5 <sup>1</sup> / <sub>4</sub>
1/8 Vertical	2 <sup>7</sup> / <sub>8</sub> x 6 <sup>3</sup> / <sub>8</sub>	2 <sup>7</sup> / <sub>8</sub> x 5 <sup>5</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>4</sub>
1/8 Horizontal	5 <sup>1</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>2</sub> x 2 <sup>3</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>8</sub> x 3

- a) **Live matter:** Hold 1/2" from trim on all sides.

### 37. Paper Stock:

- a) Text Pages: 38# coated.
- b) Covers: 70# coated.

### 38. Type of Binding:

Saddle stitched. Jogs to head.

### 39. Half-tone Screen Requirements:

- a) Covers: 150 line.
- b) 4C Screen: 133-155 line.
- c) Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.

### 40. Reproduction Requirements:

Follow "Specifications for Web Offset Publication" (SWOP) Tenth Edition for printing in the new millennium. *Urology Times* is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

### 41. Disposition of Material and Inserts:

Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

## Digital Page Requirements continued

### 42. Addresses:

For contractions, insertion orders, other instructions, publication-set copy, reproduction materials, electronic file disks and proofs:

#### **Urology Times**

Attn: Sheila M. Markes  
Advanstar Communications  
131 West 1st Street  
Duluth, MN 55802-2065  
(218) 740-6509  
(218) 740-7223 (fax)

### 43. General Information: Advanstar Communications, Inc. accepts the following:

- a) Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. 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 formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.
- b) **Accepted Method of Delivery:** The preferred method of delivering ad files to Advanstar is via a web based ad uploader, [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com). Files can also be submitted on CD-R or DVD-R disc format.
- c) **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.
- d) **Disclaimer:** 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.

### 44. Additional Instructions:

- a) Single page image area should be furnished to magazine trim size, and include 1/8" bleed all sides, and be centered within the file.
- b) Spreads (two facing pages), should be furnished as one file, with image area centered within the file, to magazine trim, and include 1/8" bleed top, bottom, and outside only.

### 45. Color Calibration:

SWOP Specifications with digital color bars meeting SWOP requirements, such as GATF/SWOP proofing bars.

### 46. Color:

- a) CMYK is the only accepted mode for 4C ads. Do not use RGB.
- b) Do not use spot color unless you are paying for a PMS (Pantone) color.
- c) Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities. C@1.30, M@1.40, Y@1.00, and K@1.70.

### 47. Acceptable Media: See item 43b.

### 48. Provider Information Required:

- a) Issue date.
- b) Advertiser, product, and agency name.
- c) Agency contact person and phone number, or vendor name and phone number.
- d) List of contents (printout of disk contents).

### 49. Forward Digital File, Proof, and Content List to:

#### **Urology Times**

Attn: Sheila M. Markes  
Advanstar Communications  
131 West 1st Street  
Duluth, MN 55802-2065  
(218) 740-6509

#### **Policy Disclaimer:**

Publisher will make every effort to provide expected quality. However, no adjustment to space or color charges will be made where material furnished deviates from published specifications. Contact Production Manager with questions related to acceptability.



# Urology Times®

Visit Our Web site @ [www.urologytimes.com](http://www.urologytimes.com)

123 Tice Boulevard, Suite 300

Woodcliff Lake, New Jersey 07677

Tel: 201.690.5300 • 888.581.8052 • Fax: 201.690.5400