

Rates

Unit	1x	3x	6x	12x	18x	24x	30x	36x
Page	\$4,735	\$4,625	\$4,445	\$4,330	\$4,160	\$4,015	\$3,875	\$3,720
2/3 page	4,105	3,980	3,830	3,705	3,530	3,415	3,315	3,220
1/2 page	3,080	2,985	2,900	2,785	2,640	2,555	2,475	2,415
1/3 page	2,100	2,040	1,965	1,900	1,820	1,760	1,710	1,650
1/6 page	1,560	1,500	1,430	1,380	1,345	1,310	1,275	1,250
Spread	9,000	8,765	8,440	8,210	7,890	7,625	7,355	7,065

Color

Two-color standard or match	\$950
Two-color metallic	1,050
Four color	1,675
Two-color standard or match spread	1,805
Two-color metallic spread	1,995
Four-color spread	3,180

Cover Positions

Cover 2	\$950
Cover 3	775
Cover 4	1,225

- Covers charged at four-color rate
- 90 days notice required for cancellation

Inserts

- BRC: Must be accompanied by a minimum 2/3 page ad unit; BRC must be at least 3 1/2" x 5"
- Inserts: Billed at the black and white earned frequency rate. Contact publisher for information about availability, specifications, and quantity.

Production

- PharmaVOICE is perfect bound.
- Specifications: Supply ads as digital files. Acceptable formats include: Quark files with fonts and graphics, Illustrator files, 300 dpi JPEG files, and high-res flattened PDF files.
- Color/content guidance: Proof output from the file that is provided is required to guarantee accuracy of color and content. If a direct proof is not provided, publisher will not be held responsible for color or content.

Materials

Please send ad materials to: Marah Walsh, PharmaVOICE, 620 West Melissa Circle, Yardley, PA 19067

Closing Dates

Frequency: Monthly with combined issues in July/Aug. and Nov./Dec.

Issue	Ad Closing	Material Due
January	12/7/07	12/14/07
February	1/09/08	1/16/08
March	2/08/08	2/15/08
April	3/07/08	3/14/08
May	4/08/08	4/15/08
June	5/08/08	5/15/08
July/Aug.	6/13/08	6/20/08
September	8/08/08	8/15/08
October	9/08/08	9/15/08
Nov./Dec.	10/13/08	10/20/08

Cancellation policy: Neither the advertiser nor its agency may cancel advertising after the ad closing date.

Ad Specifications

Non-Bleed Ad Page Dimensions	Width	Height
Spread	19"	11 1/2"
Full page	9 1/2	11 1/2
2/3 page (vertical)	6	11
1/2 page (vertical)	4 1/2	11
1/2 page (horizontal)	9	5 1/2
1/3 page (vertical)	3 3/8	11
1/3 page (square)	6	5 1/2
1/6 page (vertical)	3 3/8	5 1/2
1/6 page (horizontal)	6	2 3/4

Trim Size: Full page 9 1/2" w x 11 1/2" h. All live area must be at least 1/4" away from trim edges. Bleed Sizes: Full page 9 3/4" w x 11 3/4" h. Spread 19 1/4" w x 11 3/4" h. Fractional bleed units not accepted.

Contacts

For advertising, contact Lisa Banket, Publisher, at 609-730-0196 or lbanket@pharmavoices.com or Cathy Tracy at 203-778-1463 or ctracy@pharmavoices.com.

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www.pharmavoices.com