

PHARMACY TIMES 2008 RATE CARD

Effective Date: January 1, 2008

2008 PT FREQUENCY RATES – FULL RUN R.O.B.

Frequency	1x	6x	12x	24x	48x	72x	96x	120x	144x	204x	300x	420x
Full	\$11,050	\$10,495	\$9,965	\$9,345	\$8,525	\$8,355	\$8,220	\$8,090	\$7,965	\$7,830	\$7,575	\$7,320
2/3 Page	8,260	7,750	7,355	6,900	6,285	6,170	6,065	5,970	5,875	5,785	5,470	5,410
1/2 Pg	6,190	5,895	5,590	5,245	4,780	4,685	4,615	4,535	4,465	4,390	4,245	4,110
1/3 Pg	4,460	4,240	4,025	3,770	–	–	–	–	–	–	–	–
1/4 Pg	3,260	3,095	2,940	–	–	–	–	–	–	–	–	–
1/6 Pg	2,285	2,170	2,065	–	–	–	–	–	–	–	–	–

2008 PT INSERT RATES

Frequency	1x	6x	12x	24x	48x	72x	96x	120x	144x	204x	300x	420x
2 Page	\$18,040	\$17,140	\$16,260	\$14,945	\$13,635	\$13,370	\$13,160	\$12,945	\$12,750	\$12,535	\$12,125	\$11,715
4 Page	32,680	31,060	29,485	27,095	24,705	24,240	23,840	23,460	23,100	22,725	21,975	21,225
6 Page	44,805	42,580	40,405	37,140	33,855	33,230	32,685	32,155	31,665	31,150	30,125	29,090
8 Page	54,095	51,410	48,795	44,845	40,890	40,115	39,470	38,815	38,230	37,610	36,365	35,125

2008 PT PREMIUM POSITIONS

Cover 2	\$14,330
Cover 3	13,675
Cover 4	15,325
TOC	Earned Rate + 10%
All premium positions—noncancellable without written notice, 60 days in advance of the effective closing date	

2008 PT COLOR RATES

2 Color	\$1,070
3 or 4 Color	2,860
5 Color	3,695
Matched Color	1,320
Metallic	2,150

2008 PT HEALTH SYSTEMS DEMO RATES

Frequency	1x	6x	12x	24x	48x	72x	96x	120x	144x
Full	\$3,120	\$2,940	\$2,790	\$2,600	\$2,340	\$2,245	\$2,215	\$2,190	\$2,170
2/3 Page	2,310	2,170	2,070	1,910	1,750	–	–	–	–
1/2 Page	1,910	1,790	1,700	1,655	–	–	–	–	–
1/3 Page	1,275	1,215	1,190	1,100	–	–	–	–	–

2008 PT HEALTH SYSTEMS DEMO COLOR RATES

3 or 4 Color	\$2,000
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Corporate Buying Programs

See enclosure.

PHARMACY TIMES SPECIFICATIONS CARD

Production Contact Information

Ad Materials

Please send all ad materials to Ad Manager.

For additional production-related inquiries, contact:

James Marshall, Ad Manager

Pharmacy Times

103 College Road East

Princeton, NJ 08540

609.524.9684

609.524.9698 fax

admanagerhc@ascendmedia.com

Insert Shipping Instructions

Ship inserts to:

Quebecor World Covington

4000 Highway 51 North

Covington, TN 38019

Attn: Laura Jones

901.475.5703

Mark cartons: PHARMACY TIMES and indicate month of insertion.

Inserts

Availability:

All inserts are available full run. For short cut or gatefold inserts, consult publisher.

Sizes and specifications:

All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding. Mechanical devices, except standard lacquering, that change the specifications or characteristics of the insert are generally not acceptable.

Stock weights acceptable:

- Single-leaf (2-page) inserts: 80 lb max
- Double-leaf (4-page) inserts: 70 lb max
- More than 4 pages - 60 lb text; bulking factor no greater than 0.004" per leaf for coated or uncoated stock
- For odd sizes or different paper stock, please consult publisher

Trimming:

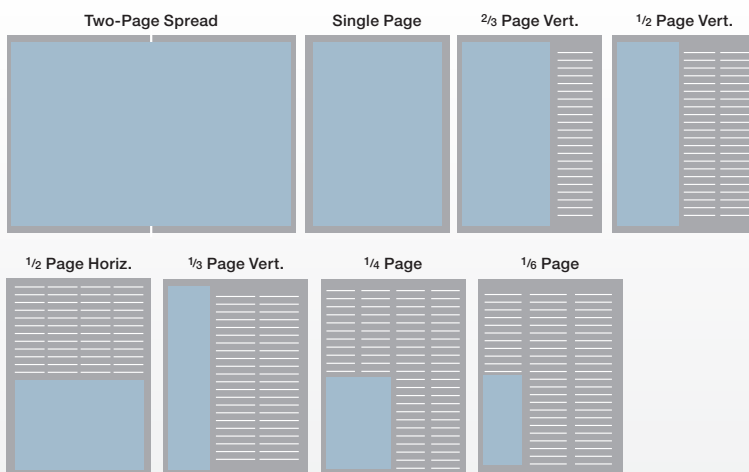
- 2-, 4-, 8-, or 10-page inserts: 8 1/8" x 11" final delivered size
- Trim size of journal is 7 7/8" x 10 3/4"
- Keep live matter 1/4" from all trim edges
- Keep nonbleed copy at least 3/8" from trim
- Inserts will be trimmed 1/8" from head, face, foot, and spine
- Book is jogged to foot

Quantity:

- Full Circulation 190,000
- Retail 134,000
- Health Systems 42,000

MECHANICAL REQUIREMENTS

Trim Size of Journal	Non-Bleed Ad Sizes		Bleed Sizes	
	Width	Depth	Width	Depth
7 7/8 x 10 3/4				
Two-Page Spread	15 1/4	10	16	11
Single Page	7	10	8 1/8	11
2/3 Page (vert.)	4 3/4	10	—	—
1/2 Page (vert.)	3 3/8	10	—	—
1/2 Page (horiz.)	7	4 7/8	—	—
1/3 Page (vert.)	2 1/4	10	—	—
1/4 Page (vert.)	3 1/2	5	—	—
1/6 Page (vert.)	2 1/8	4 7/8	—	—



2008 PT ISSUANCE AND CLOSING DATES - FREQUENCY 12x/YEAR

2008 Issues	Closing Dates	Materials Due	Inserts Due
January	7-Dec	14-Dec	14-Dec
Careers—Spring	7-Dec	14-Dec	14-Dec
February	10-Jan	17-Jan	17-Jan
March	8-Feb	15-Feb	15-Feb
April	10-Mar	17-Mar	17-Mar
May	10-Apr	17-Apr	17-Apr
OTC	12-May	19-May	19-May
June	12-May	19-May	19-May
July	9-Jun	16-Jun	16-Jun
August	10-Jul	17-Jul	17-Jul
September	11-Aug	18-Aug	18-Aug
Careers—Fall	11-Aug	18-Aug	18-Aug
October	11-Sep	18-Sep	18-Sep
November	10-Oct	17-Oct	17-Oct
December	10-Nov	17-Nov	17-Nov

CLIENT-SUPPLIED DIGITAL SPECIFICATIONS

Preferred digital file format—PDF/X1a

All digital data must conform to SWOP specifications.

Media: Macintosh-formatted CD-ROM, FTP, or e-mail. *Please do not send film.*

PDF files can be e-mailed to James Marshall, Advertising Manager, at jmarshall@ascendmedia.com. E-mails must include name of advertiser, publication title, and month of insertion.

Files can be mailed with color proof. Please label disk with advertiser's name, publication title, and month of insertion to the following:

Name of Publication
103 College Road East, Princeton, NJ 08540
Attn: Ad Manager

FTP site also available for posting ads. Please contact Advertising Manager for instructions.

Desktop File Format

Desktop applications (QuarkXPress and others) must be saved as PostScript (Print to File) and converted to PDF via Acrobat Distiller using the PDF/X1a settings. Only one ad per file. All of the high-resolution images and fonts must be included when the PostScript file is saved. Use only Type 1 fonts—No True Type fonts or font substitutions are allowed. Do not apply style attributes to fonts. Images must be SWOP (CMYK or grayscale, no RGB colors and no spot colors accepted unless noted on insertion order), TIFF, or EPS format (no JPEG or JPEG filter) between 200 and 400 dpi. Do not embed ICC Profiles within files. Total area density should not exceed SWOP standard 300% TAC. Do not nest EPS files within other EPS files. All required image trapping must be included in the file.

QuarkXPress 5.0 or Higher

- Include all PostScript fonts used in the document.
- Include all screen and printer fonts used. Each font family must be in its own suitcase.
- Include all image files. They must be TIFF or EPS.
- Include all nonstandard extensions if required.

Do Not:

- Use JPEG images (due to resolution and parsing issues).
- Use True Type fonts.
- Use the measurement bar to bold, italicize, or otherwise alter a font. You must select all bold and italicized fonts from the actual font menu.
- "Group" fonts when including them with your document.
- Use nonstandard Quark "Borders."
- Use "Standard" H&J; create your own.
- Use "Normal" style, "No Style," or create your own.
- Use Quark EPS files in your ad!

Color Ads

All ads must be designed in CMYK mode. If creating a custom CMYK process color, you must check the "Process Separations" box under the "Edit Colors" dialogue box, otherwise the color will be output as a separate plate even if the color is defined as CMYK. Spot Pantone (PMS) colors are available only at an additional charge. (Contact sales representative for details.)

Adobe Photoshop

- Resolution must be at least 225 dpi, but preferably 300 dpi. Do not enlarge or reduce your images in QuarkXPress or InDesign more than 25% as this affects resolution.
- Save your file as a TIFF or EPS.
- For grayscale images, the shadow density should be no darker than 90% and highlights should be no lighter than 3%. When saving your Photoshop files, do not use JPEG encoding—files should be saved as Binary Encoded.
- Clipping path files need to be saved as EPS.

Tips

- 4/C-black, DO NOT set at 100C, 100M, 100Y, 100K. We recommend 40 to 60C, 100K for rich black. When in doubt, use a standard 1/C, 100% Black.

Adobe Illustrator

- Illustrator files must have an 8-bit TIFF preview, with a document output resolution of at least 1200 dpi.
- Avoid using colors from the custom color list unless you intend to print Pantone (PMS) color at an additional cost.
- Convert any text in the file to "Outlines."
- Do not embed any artwork into Illustrator.

Trapping

All text placed over dark backgrounds must be set to "Knockout." Advertisers are responsible for setting all trapping values in their files.

Fonts

Color and reverse type smaller than 10 point cannot be guaranteed perfect registration and is not recommended.

Charges

Advertisers will be charged for any work required to update advertiser-provided files to meet our requirements. Any corrections are billed back to advertiser at publisher's cost.

Ad Material Policy

Ad materials submitted by the material due date will be inspected for adherence to publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the material due date, the publisher will take reasonable measures to contact the advertiser to promptly supply new materials, or the advertiser will be given the option to have the publisher correct the materials at the expense of the advertiser, or run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

PHARMACY TIMES SPECIFICATIONS CARD

Publisher

Jim Granato
609.524.9503
jgranato@ascendmedia.com

Sales Representatives

Associate Publisher

Maurice Nogueira
609.524.9553
mnogueira@ascendmedia.com

National Accounts Managers

Brett Baxter
609.524.9544
bbaxter@ascendmedia.com

Anthony Costella
609.524.9545
acostella@ascendmedia.com

Classified Sales

Director, Classified Sales

Susan Yeager
609.524.9525
syeager@ascendmedia.com

Insertion Orders

*For insertion orders and sales-related inquiries,
contact:*

Assistant to the Publisher
Pharmacy Times
103 College Road East
Princeton, NJ 08540
609.524.9543
609.524.9696 Fax

Circulation Contact Information

Circulation Director

Tom Lorge
609.524.9554
tlorge@ascendmedia.com

Disposition of Materials

Reproduction material will be held 6 months from date of last insertion and then destroyed.

Paper Stock

Inside pages: 38 lb smooth coated. Covers: 80 lb smooth coated.

Type of Binding

Perfect bound.

Agency Commission

- 15% of gross billings on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice.
- Mechanical charges are noncommissionable.

Split Runs

- Less than 50% of circulation — 50% of the earned black & white rate (plus color if applicable).
- More than 50% — proportionate ratio of earned black & white rate (plus color if applicable).
- In addition, a noncommissionable mechanical charge will be applied to all split runs: add \$1,250 for R.O.B. pages; add \$800 for inserts.

Supplied BRC

BRCs may be scheduled in our journals. The cost of a supplied BRC is equal to 1-page black & white (A-Size) at your earned rate. BRC must appear with related product advertisement.