

Physician Referral & Telephone Triage
TIMES

RATE SHEET

DISPLAY ADVERTISING RATES

BLACK & WHITE ONLY

| | Size/Dimensions | 1x | 3x | 6x | 12x |
|---|------------------------|-----------|-----------|-----------|------------|
| Full Page | 7-1/2 x 10 | \$700 | 675 | 650 | 625 |
| Junior Page | 5 x 10 | \$500 | 475 | 450 | 425 |
| Half Page | 7-1/2 x 5 | \$350 | 325 | 300 | 250 |
| One-Third Page | 2-1/2 x 10 | \$250 | 225 | 200 | 175 |
| Quarter Page | 4-1/4 x 5 | \$175 | 150 | 125 | 100 |
| Inserts *does not include additional postage | | \$750 | 725 | 700 | 675 |

GENERAL RULES

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish contents thereof. In acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringements.

ACCEPTANCE RULES

Display advertising is accepted for equipment, suppliers or publications related to healthcare marketing. All advertising is subject to editorial approval.

COMMISSION

15 percent of gross billings to recognized agencies provided payment is received within 30 days of invoice date.

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