

# HIGHER ED MARKETING

HIGHER EDUCATION MARKETING REPORT

## RATE SHEET

### *DISPLAY ADVERTISING RATES*

#### **BLACK & WHITE ONLY**

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

#### **CANCELLATIONS**

Cancellations are not accepted after published space closing dates.