

# 2023 PRODUCT ADVERTISING RATES

## Print rates

**Earned rates:** Based on total units per calendar year

| Black & White | 1X      | 3X      | 6X      | 12X     | 24X     | 36X     | 48X     |
|---------------|---------|---------|---------|---------|---------|---------|---------|
| Full page     | \$4,255 | \$4,130 | \$4,005 | \$3,885 | \$3,680 | \$3,520 | \$3,325 |
| ½ page        | \$3,190 | \$3,100 | \$3,000 | \$2,925 | \$2,765 | \$2,635 | \$2,505 |
| ¼ page        | \$1,925 | \$1,860 | \$1,800 | \$1,755 | \$1,655 | \$1,580 | \$1,505 |

## Charges and discounts

**Inserts:** Charged at earned B/W page rate X No. of insert pages

### Color charges

Four color: Additional \$1,910

**Position charges:** In addition to earned B/W rate:

Cover 2 or 4: additional 50%

Opposite TOC: 25%

Other guaranteed positions: 10%

### High impact options

Outserts: \$35,175 gross (up to 3 oz.)

Cover tips: \$22,575 gross

Bellybands: \$22,575 gross

**Advertising information:** Agency discount: 15%

## Specifications

**Insertion orders:** Orders and ad material must be submitted by 5 PM ET on the specified date. Cancellations/changes must be received in writing by 12 PM on closing date.

**Inserts:** Include quantity and insertion date

**Quantity:** 40,000

**Paper stock:** 60 pound, coated

**Binding:** Saddle stitch

**Page size:** Full page art submission size 8 3/8" x 11 1/8" with bleed; Trim size 8 1/8" x 10 7/8"; Live size 7 7/8" x 10 5/8".



## Circulation

**Total circulation:** 35,268 including more hospitalists (31,619) than any other publication. This number includes only practicing hospitalists, not residents or nonphysicians.

**Publisher:** Roman Press Inc., established 2003.

**Frequency:** 6 times a year.

**Publication dates:** Issues mail the first of the month.

## Advertising contacts

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Full page:  
Ad with bleed  
8 3/8" x 11 1/8"

Trim size:  
8 1/8" x 10 7/8"

Live size:  
7 7/8" x 10 5/8"

Half page:  
Horizontal  
7 1/4" x 4 7/8"

Half page:  
Vertical  
3 7/16"  
x 10"

Quarter page:  
3 7/16"  
x 4 7/8"

## Shipping address of printer:

LSC Communications, Attn: Rita Shane  
3401 Heartland Drive, Liberty, MO 64068