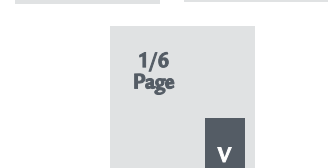
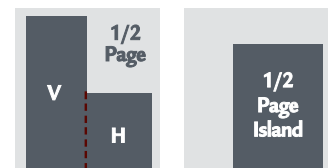
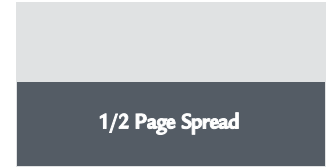


# Mechanical Requirements

	LIVE AREA	TRIM SIZE	BLEED SIZE
<b>SPREAD</b>	15 1/2" x 10 1/4"	15 3/4" x 10 3/4"	16" x 11"
<b>1 PAGE</b>	7 5/8" x 10 1/4"	7 7/8" x 10 3/4"	8 1/8" x 11"
<b>2/3 PAGE</b>	4 5/16" x 10"		
<b>1/2 PAGE SPREAD</b>	15" x 5 1/2"	14 3/4" x 5"	
<b>1/2 PAGE ISLAND</b>	4 5/16" x 7 1/2"		
<b>1/2 PAGE VERTICAL</b>	3 3/8" x 10"		
<b>1/2 PAGE HORIZONTAL</b>	7" x 4 7/8"		
<b>1/3 PAGE VERTICAL</b>	2 3/16" x 10"		
<b>1/3 PAGE SQUARE</b>	4 5/16" x 4 7/8"		
<b>1/4 PAGE VERTICAL</b>	3 3/8" x 4 7/8"		
<b>1/6 PAGE VERTICAL</b>	2 3/16" x 4 7/8"		



LEADING BUSINESS & TECHNOLOGY FOR MEDICAL IMAGING LEADERS

## Rates

Size	1x	3x	6x	12x	18x	24x	30x
<b>SPREAD</b>	\$11,470	\$11,170	\$10,850	\$10,630	\$10,500	\$10,190	\$9,650
<b>1 PAGE</b>	\$5,735	\$5,585	\$5,425	\$5,315	\$5,250	\$5,095	\$4,825
<b>2/3 PAGE</b>	\$4,685	\$4,530	\$4,405	\$4,265	\$4,130	\$4,050	\$3,935
<b>1/2 SPREAD</b>	\$8,050	\$7,780	\$7,550	\$7,330	\$7,070	\$6,980	\$6,660
<b>1/2 ISL</b>	\$4,425	\$4,315	\$4,150	\$4,025	\$3,915	\$3,820	\$3,625
<b>1/2 PAGE</b>	\$4,025	\$3,890	\$3,775	\$3,665	\$3,535	\$3,490	\$3,330
<b>1/3 PAGE</b>	\$3,130	\$2,995	\$2,910	\$2,845	\$2,750	\$2,685	\$2,555
<b>1/4 PAGE</b>	\$2,575	\$2,485	\$2,420	\$2,355	\$2,260	\$2,215	\$2,110
<b>1/6 PAGE</b>	\$1,260	\$1,225	\$1,195	\$1,170	\$1,155	\$1,125	\$1,060

Color Rates	Spread	
<b>STANDARD/MATCHED INKS</b>	\$725	\$1,200
<b>4-COLOR</b>	\$1,000	\$1,500
<b>5-COLOR PMS</b>	\$1,200	\$1,900

PREFERRED POSITIONS	
<b>GUARANTEED POSITIONS</b>	10% premium
<b>INSIDE COVER</b>	\$525
<b>BACK COVER</b>	\$605

**SEND AD MATERIALS TO AD COORDINATOR:**  
**OLIVER CALONZO**  
 (310) 642-4400, EXT 275 | [OCALONZO@ASCENDMEDIA.COM](mailto:OCALONZO@ASCENDMEDIA.COM)

**Production Requirements**

**Preferred Ad Format:** Press-ready PDF/PDFX-1a – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.

**Color Proofs:** For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

**Production Charges:** No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

**AD MATERIALS POLICY**

Ad materials submitted by the materials due date will be inspected for adherence to the 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 materials 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 advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

**ISSUANCE, CLOSING DATE, AND CANCELLATION**

Published 11 times per year. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

**Inserts**

Check with advertising representative for ad space cost, plus bindery charge.

**Rate Adjustments**

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

**Payment Terms**

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

**GENERAL**

All advertisements are accepted and published by the publisher based on the representations and warranties of the agency and/or the advertiser that such agency and/or advertiser have the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements. The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.