

## 2008 Rate Card

Black and White	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	\$5,040	\$4,560	\$4,165	\$3,905	\$3,850	\$3,800	\$3,630	\$3,460
2/3 Page	\$4,230	\$3,780	\$3,450	\$3,270	\$3,150	\$3,040	\$2,940	\$2,850
1/2 Page Vertical	\$3,570	\$3,300	\$3,060	\$2,900	\$2,790	\$2,690	\$2,600	\$2,510
1/2 Page Horizontal	\$3,430	\$2,995	\$2,735	\$2,550	\$2,480	\$2,400	\$2,330	\$2,270
1/3 Page	\$2,910	\$2,640	\$2,400	\$2,340	\$2,275	\$2,210	\$2,150	\$2,085
1/4 Page	\$2,790	\$2,490	\$2,280	\$2,160	\$2,100	\$2,040	\$1,980	\$1,920
1/6 Page	\$1,955	\$1,870	\$1,720	\$1,620	\$1,580	\$1,530	\$1,490	\$1,440

Call publisher for premium position rates and availability.

[www.surgicenteronline.com](http://www.surgicenteronline.com)

## Color/Premium Positions

Standard Color .....	Add \$945 per color	Bleed .....	No additional charge
PMS or Matched Color .....	Add \$1,045 per color	Inserts .....	Contact publisher for rates and specifications.
Metallic-color .....	Add \$1,600	Cover Positions .....	Cover 4 +25%, Covers 2 +20% and 3 +15%
Four-color .....	Add \$1,500	All other special positions .....	+10%
Four-color Spread .....	Add \$2,390		

Materials: Digital File/Ad Specifications: Digital files are required. PDF X1a preferred or must be designed in Quark, Photoshop, Illustrator or InDesign. Must be CMYK for color. No Pantones unless specifically requested. Include or embed all fonts, 300 dpi images and any other attachments needed for output. Please contact your traffic coordinator if other programs being used are not compatible with programs mentioned here. Instructions, additional specifications and support files are available on our Web site or by fax. Please call for more information. Color proof required.

(480) 990-1101 For ad specifications, visit [www.vpico.com/specs](http://www.vpico.com/specs)

## Material Closing Dates

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Press releases</b>	Nov 1	Dec 3	Jan 4	Feb 4	Mar 5	Apr 14	May 2	Jun 5	Jul 7	Aug 6	Sep 5	Oct 3
<b>Ad reservations</b>	Nov 6	Dec 7	Jan 9	Feb 7	Mar 11	Apr 9	May 8	Jun 9	Jul 10	Aug 7	Sep 8	Oct 9
<b>Ad materials</b>	Nov 9	Dec 12	Jan 14	Feb 12	Mar 14	Apr 14	May 13	Jun 12	Jul 15	Aug 12	Sep 11	Oct 14