

Advertising Specifications

ALL LIVE COPY must be kept within the 7.25" X 11.25" area.

Publication is Perfect Bind. Please leave cut room for the spine of the publication to prevent losing text or images.

Publication Size:

Trim size: 8.25" x 11.70"

Full-Page Advertisement:

Full-bleed: (.25 bleed) 8.5" X 11.9375"

Live Area: 7.25" X 11.25"

Half-Page Advertisement:

Non-bleed: Horizontal: 7.3228" x 4.9606"

WIDTH NEEDS TO BE 7.25"

Vertical: 3.5433" x 10.4331"

Quarter-Page Advertisement:

Non-bleed, Vertical only: 3.5433" x 5.1575"

Ads should be supplied in 4 color process - no RGB or PMS
Grey scale or color images - 266 dpi

Composite image (type/linework & halftone) - 500 dpi
Linework - 900 dpi Bleeds must be a minimum of .125".

Artwork for non-bleed must be .375" away from the trim.

Digital Requirements:

PDF- distilled at press quality. Adobe Illustrator - fonts outlined or included.

Adobe InDesign - packaged with fonts and all files.

JPG/TIFF - CMYK color format, resolution 300 DPI or greater.

Exclusive Packages:

Exclusive custom packages available upon request. All rates quoted are GROSS and a 15% agency discount may be applied to all rates. 15% additional positioning charge added to all premium positions inside publication. This includes any positions within the first 10 pgs of the magazine, page opposite table of contents, editorial letters, and any specific page requests for placement at any time. All premium positions must sign on for a one year contract and are non cancellable. All rates quoted for additional matter not running in publication subject to postal costs.

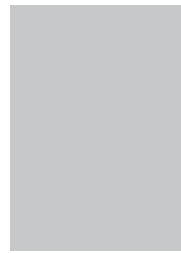
Ship all materials to:

Implant Practice US, 15720 N. Greenway Hayden Loop #9, Scottsdale, AZ 85260.

Ad materials may be uploaded to FTP server.

Please contact production for instructions.

Mechanical Requirements



Full-Page Advertisement:

Full-bleed: 8.5" X 11.9375"

Live Area: 7.25" X 11.25"

(Please keep all live text/images within these dimensions)

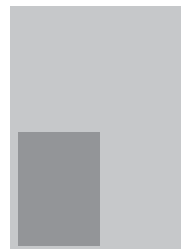


Half-Page Advertisement:

Non-bleed Horizontal: 7.3228" x 4.9606"

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Vertical: 3.5433" x 10.4331"



Quarter-Page Advertisement:

Non-bleed, Vertical only: 3.5433" x 5.1575"

Advertising Rates

Gross Rates includes Color

Double Page Spread	\$7890
Full Page (3X)	\$4500
Full Page (6X)	\$4200
Back Cover	\$6300
Inside Back Cover	\$5175
Inside Front Cover	\$5625
1/2 Page Horizontal	\$2350
1/2 Page Vertical	\$2350
1/4 Page Vertical	\$1225

For reservation call sales:

1-866-579-9496 or email sales@medmarkaz.com

www.implantpracticeus.com

2010
Media Kit