



AD RATES

Frequency discounts are applied for advertisers running in more than one issue. Ad units consisting of more than one page will be counted as a 1X frequency, or program. Advertisers may combine multiple products for increased frequency/program discounts.

Cover rates must be used with 4-color. Cover positions are cancelable only upon receipt of written notice, 90 days prior to the ad closing date.

All other ads are cancelable only upon receipt of written notice, 14 days prior to ad closing date.

PREMIUM POSITIONS

Add 20% for guaranteed placement. Add 15% for other guaranteed positions specified by advertiser. Positions are guaranteed only on non-cancelable basis.

COMMISSIONS & TERMS

No cash discounts. 15% of gross billing allowed on space, color and position. Only recognized advertising agencies submitting digital art to *enrich's* specifications. The commission applies to invoices paid within terms. Payment is due 30 days from billing date.

BUSINESS REPLY CARDS

Business Reply Cards should be supplied according to publisher's specifications — a blueprint prior to insert printing is required. Printed Business Reply Cards should be shipped directly to publication's printer (along with a memo identifying quantity shipped), and three printed samples sent to the account manager. Contact your account manager for quantity and shipping information.

Business Reply Cards printed by Dorland Healthcare Information must be supplied by vendor in PDF format. Production and creative services can be provided for an extra charge. Contact your account manager for more details.

ADVERTISING SALES CONTACTS

HARRY J. ALBA JR. | Executive Vice President, Sales
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SCOTT SCHMIDT | National Sales Manager
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ELIZABETH GRAZIOSI | Advertising Coordinator
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4-COLOR RATES

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	8 ISSUES
FULL PAGE	\$47,000	\$44,500	\$42,275	\$40,050	\$37,500
½ PAGE	\$29,950	\$23,750	\$22,550	\$21,400	\$20,000
⅓ PAGE	\$18,470	\$17,525	\$16,630	\$15,950	\$14,750
BACK INSIDE <small>if available</small>	\$62,000	\$59,000	\$56,000	\$53,000	\$50,000
TOC 1 OR 2	\$58,500	\$55,500	\$52,500	\$49,500	\$46,500

BLACK AND WHITE RATES

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	8 ISSUES
FULL PAGE	\$42,050	\$40,050	\$38,050	\$36,000	\$33,750
½ PAGE	\$22,450	\$21,375	\$20,295	\$19,250	\$18,000
⅓ PAGE	\$16,575	\$15,775	\$14,975	\$14,175	\$13,275

BUSINESS REPLY CARD INSERTS

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
SUPPLIED REPLY CARD	\$25,000	\$23,125	\$22,000	\$20,750
PRINTED REPLY CARD	\$45,000	\$43,125	\$42,000	\$40,750