

# Advertising Rates 2021

Four-Color Rates			
Size	1x	3x	6x
Covers*	\$1,083	\$1,054	\$997
Full Page	\$941	\$916	\$866
1/2 H or V	\$798	\$773	\$724
1/4 H or V	\$626	\$602	\$556
1/6	\$409	\$393	\$364
1/8	\$264	\$253	\$234

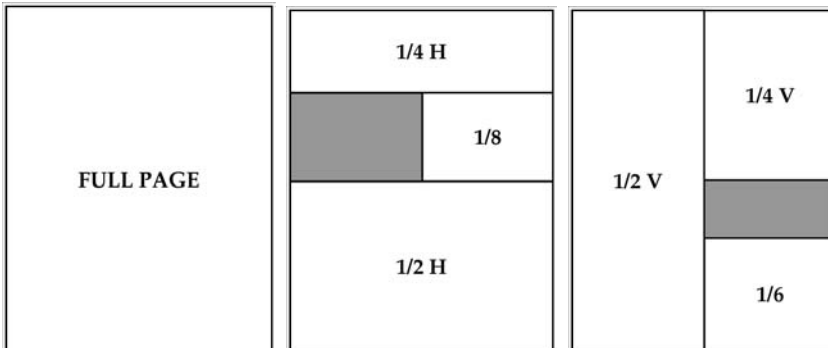
B/W Rates			
Size	1x	3x	6x
1/2 H or V	\$614	\$595	\$557
1/3 H or V	\$547	\$527	\$493
1/4 H or V	\$482	\$463	\$428
1/6	\$315	\$302	\$280
1/8	\$203	\$195	\$180

\* **Covers** – Back cover, inside front cover, inside back cover

**Preferred Placement (other than covers)** – Add 15%  
(Back cover, inside front cover, inside back cover, preferred placement inside)

**Classified Ads** – Members: \$40 per insertion first 30 words; 25 cents each additional word. Nonmembers: \$50 per insertion

## Sizes & Specifications



Size	Dimensions (Inches) W x H
Full Bleed	8 - 3/4 x 11 - 1/4
Full (no bleed)	7 - 1/2 x 9 - 7/8
1/2 H	7 - 1/2 x 4 - 3/4
1/2 V	3 - 9/16 x 9 - 7/8
1/3 V	3 - 9/16 x 6 - 3/8
1/4 H	7 - 1/2 x 2 - 3/16
1/4 V	3 - 9/16 x 4 - 3/4
1/6	3 - 9/16 x 3
1/8	3 - 9/16 x 2 - 3/16

### Artwork & Printing

- Submit artwork in electronic form via e-mail or on disk. Acceptable formats: PDF, Illustrator, InDesign, JPEG. Photos should be at least 300 dpi.
- We can prepare your artwork for additional charge. Please call for quote.
- Printed sheet-fed offset in process color throughout. Binding is saddle stitched.
- Page size 8-1/2 x 11 in.; bleed size 8-3/4 x 11-1/4 in.

### Credit Policy:

Payment is requested for the first insertion of advertisers and agencies that have not previously used our services.

### Commissions:

The above rates are net, non-commissionable.

### Additional Details:

- Closing date for space reservations is the first of the month preceding publication; artwork deadline is one week later.
- To receive frequency discounts, advertising must appear within a 12-month period.
- Cancellations must be in writing and received by the copy deadline.
- Cancelled contracts will be re-billed at the single insertion rate for the number of advertisements that have been published.
- The publisher is not responsible for any errors in approved proofs.
- *St. Louis Metropolitan Medicine* reserves the right to refuse advertisements for publication.