

2016 MEDIA PLANNER

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APPLIED RADIOLOGY

THE JOURNAL OF PRACTICAL MEDICAL IMAGING AND MANAGEMENT

PRINT RATE CARD

Advertising Rates (black and white)

Space	1x	4x	6x	12x	18x	24x
Spread	\$9,000	\$8,800	\$8,600	\$8,400	\$8,200	\$8,000
Full page	4,500	4,400	4,300	4,200	4,100	4,000
1/2 page	3,500	3,400	3,300	3,200	3,100	3,000
1/3 page	3,000	2,900	2,800	2,700	2,600	2,500
1/4 page	2,500	2,400	2,300	2,200	2,100	2,000

Preferred Position Charges

Cover 2.....	\$2,000	Opposite TOC 1.....	\$1,500
Cover 2 + Page 1.....	\$3,500	Opposite TOC 2.....	\$1,250
Cover 3.....	\$2,000	Opposite Guest Editorial....	\$1,000
Cover 4.....	\$2,150	Opposite Lead Article.....	\$1,000

Inserts

2-Page.....	\$9,000	4-Page.....	\$18,000
6-Page.....	\$25,000	8-Page.....	\$30,000

Other options available include sponsored cases, white papers, technology review articles, newsletters and more.

Production Information and Requirements

- Publication trim size is 8⁷/₈ × 10⁷/₈. Allow 1/8 inch on all sides for bleed.
- Electronic format: High-resolution PDF
- You may email us your pdf or contact us for ftp information. If you prefer, you may send us a CD and color proof.
- Ad materials are held for one year from the last insertion then killed unless otherwise requested.
- Send your materials and direct your production questions to:
Barbara Shopiro, Art Director/Production Manager, Anderson Publishing
15 Tamaques Way, Westfield NJ 07076
Telephone: 908-246-0616, Email: barbara@appliedradiology.com

Mechanical Requirements (in inches, width × depth)

Space	Live area	Bleed size	Trim size
1 page	7 × 10	8 ³ / ₈ × 11 ¹ / ₈	8 ¹ / ₈ × 10 ⁷ / ₈
2 page spread*	14 ¹ / ₂ × 10	16 ¹ / ₂ × 11 ¹ / ₈	16 ¹ / ₄ × 10 ⁷ / ₈
2/3 page	4 ³ / ₁₆ × 10	5 ¹ / ₄ × 11 ¹ / ₈	4 ³ / ₁₆ × 10 ⁷ / ₈
1/2 page horiz.	7 × 5	8 ³ / ₈ × 5 ³ / ₁₆	8 ¹ / ₈ × 5 ¹ / ₁₆
1/3 page	2 ³ / ₁₆ × 10	—	—

*A spread can also be supplied as two separate full pages, we will place properly for printing.

(Ads for supplements or inserts may have different size specifications; call for information.)

Color Rates

4-color process.....	\$1,100
Matched inks.....	850
Metallic colors.....	1,350
Bleed.....	No charge

Digital Edition Enhancements

When you advertise with *Applied Radiology*, your full ad will appear in our digital edition with a link to your website. We also offer the following ways to enhance your ad:

- Multimedia
- Deep Links
- Interactive Survey
- Blow In Ads
- Opening Page



Additional terms

Earned Rates

Based on total number of insertions within a 1-year period. Full-run inserts count toward frequency rate. Space purchased by a parent company and subsidiaries is combined for frequency rate.

Rate Adjustments

If more or fewer insertions are used during a contract year, the rate will be adjusted to reflect the actual number of insertions used.

Payment Terms

Net 30 days. Credit card payments by MasterCard, Visa, Discover, and American Express are accepted.

Agency commission: 15% of gross billing is allowed to recognized agencies on space, color, bleed, and position if paid within 30 days. No commissions on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated. 2% discount on invoices paid within 15 days or 1% net 30. A monthly 1.5% penalty will be charged on all invoices over 30 days past due.

Closing Dates and Cancellation

Advertising reservation closing is 20 days preceding the month of issue, and the ad material deadline is 10 days preceding the month of issue. Cancellations are required in writing prior to the ad material closing date. Cover schedules can be cancelled only upon written notice 60 days before the closing date.

- **Applied Radiology** is published 12 times a year; 6 print issues and 6 digital issues.
- Advertising is accepted from recognized companies allied to the field of radiology. The publisher reserves the right to reject advertising deemed unsuitable.
- Advertising pages are interspersed with editorial features.
- The advertiser agrees to indemnify, defend, and save harmless the publisher from any claim or actions based on, or arising out of, any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or of any sketch, map, words, labels, trademarks, or copyrighted matter, or libelous statements, in connection with ads purchased according to the terms of this rate card.