

## Display Ad Rates per Market, 2009 Pricing

	<i>Baltimore/Washington-Montgomery/Virginia</i>		
	<b>6x Rate</b>	<b>3x Rate</b>	<b>1x Rate</b>
Full Page	\$ 700.00	\$ 750.00	\$ 800.00
Half Page	\$ 550.00	\$ 600.00	\$ 650.00
Quarter Page	\$ 450.00	\$ 500.00	\$ 550.00
Eighth Page	\$ 350.00	\$ 400.00	\$ 450.00
Business Card	\$ 200.00	\$ 250.00	\$ 275.00
Inside Front Cover (IFC)	\$ 800.00	\$ 850.00	\$ 900.00
Outside Back Cover Half page with color (OBC)	\$ 900.00	\$ 1,000.00	\$ 1,200.00
Outside Back Cover Full page with color (OBC)	\$ 1,100.00	\$ 1,200.00	\$ 1,400.00

\$250.00/spot blue

## Classified Ad Rates per Market, 2009 Pricing

	<i>Baltimore/Washington-Montgomery/Virginia</i>		
	<b>6x Rate</b>	<b>3x Rate</b>	<b>1x Rate</b>
1 Column Inch	\$ 35.00	\$ 40.00	\$ 50.00

## Combination Discount

Advertise in multiple editions to reach a larger audience and receive substantial discounts.

	<b>2nd Edition</b>	<b>3rd Edition</b>	<b>4th Edition</b>
	20% disc	30% disc	40% disc

## Mechanical Requirements (inches)

	<b>WIDTH</b>		<b>DEPTH</b>
Full Page	9 8/10	x	12 4/10
1/2 H	9 8/10	x	6
1/2 Island	4 8/10	x	8 1/2
1/4 H	4 8/10	x	5 9/10
1/8 H	4 8/10	x	2 9/10
Bus. Card	2 3/10	x	2 9/10
Classified	2 3/10	x	1
IFC	9 8/10	x	12 4/10
OBC (1/2 H)	9 8/10	x	6
OBC (Full)	9 8/10	x	12 4/10

## Artwork Submission

### FORMATTING:

Convert all graphic files to PDF format before e-mailing. Convert all text to outlines. Resolution must be 300 dpi minimum. No Bleeds.

### PROGRAMS:

Adobe InDesign, Photoshop, Illustrator or Acrobat. PDF files preferred.

### DELIVERY:

E-mail to: [artwork@TheMedicalBulletin.com](mailto:artwork@TheMedicalBulletin.com)

## Contact Information

**Lori Boswell, Publisher**  
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