

2012 COMBINATION RATE CARD

EFFECTIVE
JANUARY 1, 2012

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Internal Medicine News®



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Clinical Psychiatry News®



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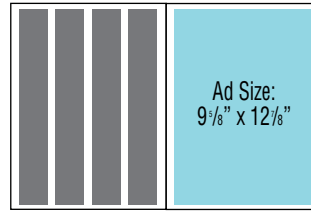
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This IMNG Market Combination Rate Card is a supplementary rate card. Refer to rate card of individual IMNG publications for circulation, production specifications, and other pertinent information on www.imng.com.

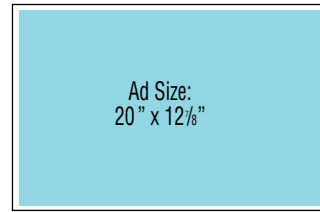
SPECIFICATIONS

King-size Page



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Trim Size: 10 1/2" x 14"

King-size Spread

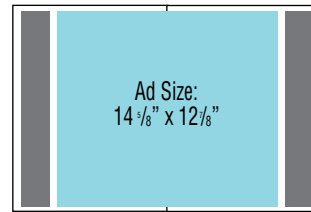


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Trim Size: 21" x 14"

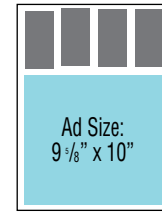
3/4 Vertical Page



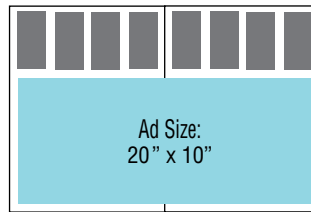
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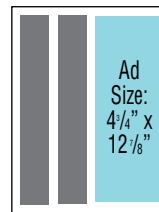
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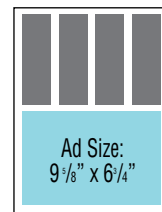
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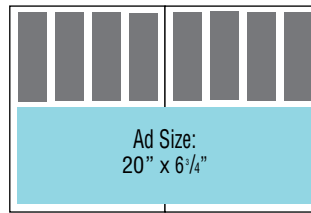
1/2 Vertical Page



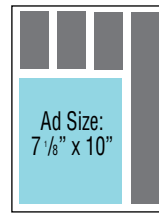
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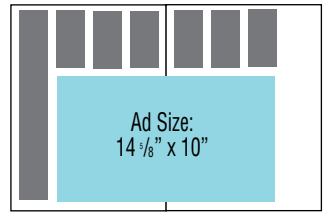
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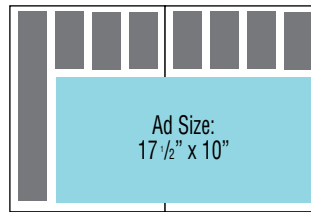
Island Page



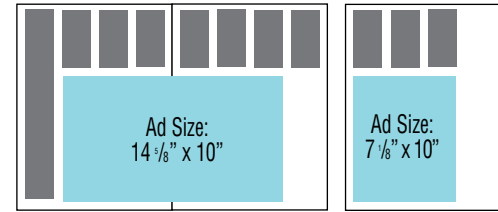
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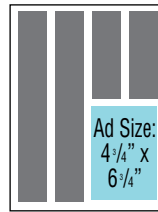
Island Page + 3/4 Page Horizontal



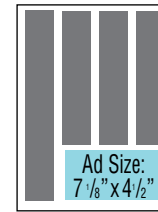
Island Spread + Island Page



1/4 Vertical Page



1/4 Horizontal Page



1/4 Page Column



HOW THE DISCOUNT PROGRAM WORKING

The IMNG Market Combination Discount Program allows advertisers to combine insertions in two or more IMNG newspapers and earn a discount on each insertion. Discount percentages vary from combination to combination. Contact your National Account Manager for complete discount details by publication.

FAMILY PRACTICE / CARDIOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Cardiology News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$17,720	16,995	16,480	15,985	15,650	15,270	14,995	14,735	14,265	14,070	13,850	13,570	13,240
3/4 Page	16,250	15,470	14,600	14,025	13,895	13,720	13,390	13,085	12,595	12,410	12,030	11,860	11,705
Island Page	12,645	12,125	11,735	11,305	11,140	10,900	10,710	10,515	10,195	10,035	9,885	9,665	9,465
1/2 page	12,450	11,935	11,580	11,145	10,990	10,730	10,430	10,245	9,870	9,725	9,465	9,330	9,190
1/4 Page	6,385	6,085	5,720	5,485	5,440	5,365	5,250	5,135	4,960	4,865	4,720	4,630	4,585

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,960
- 2. Matched Color: \$2,465
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,835
- 5. Five Color: \$7,515

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 26,050	24,975	24,175	23,290	22,950	22,450	22,065	21,665	21,000	20,670	20,365	19,910	19,495
2-Pg King	36,505	35,010	33,950	32,930	32,240	31,455	30,890	30,355	29,385	28,985	28,530	27,955	27,275
4-Pg A-size	52,100	49,955	48,345	46,575	45,900	44,910	44,125	43,320	42,005	41,345	40,725	39,820	38,995
4-Pg King	73,005	70,015	67,900	65,855	64,475	62,915	61,780	60,710	58,775	57,970	57,065	55,910	54,550
6-Pg A-size	78,150	74,935	72,525	69,865	68,845	67,360	66,190	64,985	63,005	62,015	61,090	59,730	58,495
6-Pg King	109,510	105,030	101,845	98,785	96,715	94,370	92,670	91,065	88,160	86,955	85,590	83,860	81,825
8-Pg A-size	104,195	99,910	96,695	93,155	91,795	89,815	88,250	86,640	84,005	82,685	81,455	79,640	77,995
8-Pg King	146,015	140,040	135,795	131,720	128,955	125,825	123,560	121,415	117,540	115,935	114,125	111,815	109,100

CARDIOLOGY / INTERNAL MEDICINE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Cardiology News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$14,940	14,210	13,445	13,050	12,910	12,700	12,385	12,010	11,375	10,840	10,295	9,845	9,510
3/4 Page	13,710	13,035	12,320	11,990	11,875	11,705	11,495	11,225	10,100	9,785	9,170	8,620	8,410
Island Page	10,900	10,360	9,810	9,520	9,390	9,260	9,030	8,815	8,235	7,960	7,570	7,230	6,990
1/2 page	10,730	10,240	9,645	9,385	9,285	9,140	8,920	8,695	8,090	7,790	7,390	6,965	6,790
1/4 Page	5,510	5,250	4,945	4,800	4,745	4,655	4,550	4,410	4,065	3,940	3,700	3,470	3,385

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,700
- 2. Matched Color: \$2,180
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$4,325
- 5. Five Color: \$6,420

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 22,445	21,340	20,210	19,610	19,345	19,080	18,600	18,160	16,965	16,400	15,595	14,890	14,400
2-Pg King	30,775	29,270	27,700	26,885	26,595	26,160	25,515	24,740	23,430	22,330	21,210	20,280	19,590
4-Pg A-size	44,885	42,680	40,415	39,220	38,690	38,150	37,200	36,320	33,930	32,795	31,185	29,790	28,800
4-Pg King	61,555	58,545	55,395	53,765	53,190	52,320	51,025	49,485	46,865	44,660	42,415	40,560	39,180
6-Pg A-size	67,330	64,025	60,625	58,830	58,030	57,230	55,805	54,475	50,895	49,190	46,780	44,680	43,200
6-Pg King	92,330	87,815	83,090	80,650	79,785	78,490	76,540	74,220	70,295	66,990	63,625	60,845	58,770
8-Pg A-size	89,775	85,365	80,835	78,440	77,375	76,300	74,410	72,635	67,855	65,590	62,375	59,575	57,600
8-Pg King	123,110	117,090	110,785	107,530	106,375	104,650	102,055	98,960	93,730	89,320	84,830	81,125	78,365

CARDIOLOGY / ENDOCRINOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Cardiology News™



Clinical Endocrinology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,220	7,015	6,930	6,855	6,795	6,730	6,655	6,590	6,480	6,370	6,275	6,155	6,055
3/4 Page	6,685	6,485	6,425	6,335	6,275	6,220	6,135	6,045	5,895	5,800	5,645	5,555	5,455
Island Page	5,725	5,570	5,510	5,440	5,380	5,325	5,270	5,195	5,110	5,030	4,930	4,830	4,745
1/2 page	5,385	5,235	5,175	5,105	5,045	5,000	4,940	4,875	4,775	4,685	4,595	4,515	4,410
1/4 Page	3,775	3,685	3,640	3,585	3,560	3,515	3,475	3,415	3,340	3,290	3,200	3,135	3,085

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,450
- 2. Matched Color: \$1,930
- 3. Metallic ink (In Addition to Color Rates): \$300
- 4. Four Color: \$3,900
- 5. Five Color: \$6,085

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 11,795	11,475	11,350	11,205	11,085	10,970	10,855	10,705	10,525	10,365	10,155	9,950	9,775
2-Pg King	14,870	14,450	14,280	14,120	14,000	13,865	13,710	13,575	13,345	13,125	12,925	12,680	12,470
4-Pg A-size	23,585	22,945	22,700	22,410	22,165	21,940	21,710	21,405	21,055	20,720	20,310	19,900	19,550
4-Pg King	29,745	28,905	28,550	28,245	27,995	27,725	27,415	27,155	26,700	26,240	25,855	25,355	24,945
6-Pg A-size	35,380	34,425	34,050	33,615	33,250	32,910	32,565	32,105	31,580	31,085	30,465	29,850	29,325
6-Pg King	44,620	43,350	42,830	42,365	41,995	41,595	41,130	40,725	40,045	39,365	38,780	38,040	37,420
8-Pg A-size	47,175	45,900	45,405	44,825	44,335	43,880	43,425	42,805	42,105	41,450	40,620	39,800	39,100
8-Pg King	59,495	57,800	57,100	56,485	55,990	55,455	54,840	54,300	53,395	52,490	51,705	50,720	49,895

CARDIOLOGY / HOSPITALIST POWERBUY

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Cardiology News™



Hospitalist News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$8,020	7,695	7,500	7,320	7,150	7,020	6,865	6,730	6,525	6,360	6,160	5,995	5,825
3/4 Page	7,365	7,010	6,845	6,605	6,440	6,245	6,140	5,995	5,790	5,605	5,425	5,220	5,105
Island Page	6,035	5,780	5,695	5,545	5,405	5,205	5,120	4,950	4,785	4,605	4,465	4,315	4,220
1/2 page	5,545	5,320	5,090	5,000	4,950	4,885	4,800	4,680	4,415	4,290	4,150	4,025	3,925
1/4 Page	2,855	2,750	2,680	2,630	2,575	2,520	2,460	2,420	2,345	2,280	2,190	2,135	2,080

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,560
- 2. Matched Color: \$2,055
- 3. Metallic ink (In Addition to Color Rates): \$325
- 4. Four Color: \$3,820
- 5. Five Color: \$6,475

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 12,435	11,905	11,735	11,425	11,135	10,720	10,550	10,200	9,855	9,485	9,200	8,890	8,690
2-Pg King	16,520	15,855	15,450	15,080	14,730	14,460	14,145	13,860	13,440	13,105	12,690	12,350	12,000
4-Pg A-size	24,865	23,810	23,460	22,845	22,270	21,445	21,095	20,395	19,715	18,975	18,395	17,780	17,385
4-Pg King	33,045	31,700	30,900	30,155	29,455	28,925	28,280	27,730	26,885	26,205	25,380	24,700	24,000
6-Pg A-size	37,300	35,720	35,195	34,270	33,400	32,165	31,645	30,590	29,570	28,460	27,595	26,670	26,080
6-Pg King	49,565	47,555	46,350	45,235	44,185	43,385	42,425	41,590	40,325	39,305	38,065	37,045	36,000
8-Pg A-size	49,730	47,630	46,925	45,690	44,535	42,885	42,190	40,785	39,430	37,945	36,795	35,555	34,775
8-Pg King	66,085	63,410	61,800	26,575	58,915	57,845	56,570	55,455	53,765	52,405	50,760	49,400	48,000

CARDIOLOGY / THORACIC SURGERY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Cardiology News™



THORACIC SURGERY NEWS
THE OFFICIAL NEWSMAGAZINE OF THE AMERICAN ASSOCIATION FOR THORACIC SURGERY

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,040	6,665	6,545	6,390	6,275	6,145	5,990	5,960	5,880	5,815	5,750	5,670	5,600
3/4 Page	6,535	6,125	5,975	5,805	5,700	5,575	5,440	5,380	5,265	5,200	5,075	5,025	4,950
Island Page	5,535	5,215	5,065	4,935	4,850	4,755	4,625	4,595	4,545	4,490	4,435	4,375	4,330
1/2 page	5,140	4,850	4,705	4,590	4,475	4,385	4,280	4,255	4,190	4,135	4,080	4,035	3,975
1/4 Page	2,805	2,685	2,640	2,580	2,565	2,545	2,525	2,500	2,465	2,435	2,380	2,355	2,335

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,820
- 2. Matched Color: \$2,250
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$3,870
- 5. Five Color: \$6,005

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 11,405	10,740	10,435	10,165	9,990	9,795	9,530	9,470	9,365	9,250	9,140	9,015	8,920
2-Pg King	14,505	13,730	13,485	13,165	12,930	12,655	12,340	12,275	12,110	11,980	11,845	11,680	11,535
4-Pg A-size	22,805	21,485	20,865	20,330	19,985	19,590	19,055	18,930	18,725	18,500	18,270	18,025	17,840
4-Pg King	29,005	27,460	26,965	26,325	25,850	25,320	24,675	24,555	24,225	23,955	23,690	23,360	23,070
6-Pg A-size	34,210	32,230	31,300	30,500	29,970	29,385	28,585	28,400	28,090	27,750	27,410	27,040	26,760
6-Pg King	43,510	41,190	40,445	39,490	38,780	37,975	37,020	36,835	36,340	35,940	35,535	35,040	34,610
8-Pg A-size	45,610	42,970	41,735	40,665	39,965	39,180	38,110	37,860	37,450	36,995	36,545	36,050	35,680
8-Pg King	58,010	54,920	53,930	52,655	51,705	50,635	49,360	49,110	48,450	47,915	47,380	46,720	46,145

CARDIOLOGY / VASCULAR POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Cardiology News™



Vascular Specialist

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,240	6,800	6,595	6,430	6,300	6,165	6,005	5,975	5,895	5,830	5,765	5,685	5,615
3/4 Page	6,720	6,315	6,155	5,970	5,855	5,735	5,585	5,525	5,410	5,345	5,220	5,170	5,095
Island Page	5,590	5,265	5,125	4,990	4,880	4,785	4,685	4,655	4,605	4,550	4,495	4,435	4,390
1/2 page	5,170	4,880	4,740	4,635	4,520	4,435	4,330	4,305	4,240	4,185	4,130	4,085	4,025
1/4 Page	2,810	2,695	2,660	2,585	2,570	2,550	2,530	2,505	2,470	2,440	2,385	2,360	2,340

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,775
- 2. Matched Color: \$2,195
- 3. Metallic ink (In Addition to Color Rates): \$300
- 4. Four Color: \$3,775
- 5. Five Color: \$5,860

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 11,515	10,845	10,560	10,280	10,055	9,855	9,650	9,590	9,485	9,370	9,260	9,135	9,040
2-Pg King	14,915	14,010	13,585	13,245	12,980	12,700	12,370	12,305	12,140	12,010	11,875	11,710	11,565
4-Pg A-size	23,030	21,690	21,115	20,560	20,110	19,715	19,305	19,180	18,975	18,750	18,520	18,275	18,090
4-Pg King	29,830	28,015	27,175	26,490	25,955	25,400	24,740	24,620	24,290	24,020	23,755	23,425	23,135
6-Pg A-size	34,550	32,540	31,675	30,840	30,155	29,570	28,955	28,770	28,460	28,120	27,780	27,410	27,130
6-Pg King	44,745	42,025	40,755	39,735	38,935	38,100	37,110	36,925	36,430	36,030	35,625	35,130	34,700
8-Pg A-size	46,065	43,385	42,230	41,115	40,210	39,425	38,605	38,355	37,945	37,490	37,040	36,545	36,175
8-Pg King	59,660	56,035	54,340	52,985	51,915	50,800	49,485	49,235	48,575	48,040	47,505	46,845	46,270

CARDIOLOGY / PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Cardiology News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,770	23,570	22,765	22,000	21,720	21,300	20,760	20,410	20,020	19,645	19,275	18,895	18,525
3/4 Page	22,305	21,210	20,455	19,815	19,560	19,200	18,850	18,495	17,675	17,460	16,915	16,405	16,030
Island Page	16,950	16,125	15,580	15,060	14,885	14,600	14,225	14,000	13,725	13,460	13,220	12,940	12,695
1/2 page	16,690	15,915	15,375	14,865	14,645	14,375	14,025	13,695	13,460	13,185	13,000	12,760	12,490
1/4 Page	8,220	7,840	7,505	7,260	7,155	7,005	6,830	6,670	6,480	6,425	6,240	6,065	5,950

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,150
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$6,340
- 5. Five Color: \$9,570

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 34,920	33,220	32,100	31,025	30,665	30,070	29,300	28,840	28,275	27,735	27,230	26,655	26,155
2-Pg King	51,030	48,550	46,895	45,325	44,740	43,880	42,765	42,045	41,240	40,465	39,700	38,925	38,165
4-Pg A-size	69,840	66,430	64,185	62,050	61,330	60,155	58,610	57,675	56,550	55,455	54,470	53,310	52,305
4-Pg King	102,050	97,110	93,790	90,635	89,480	87,755	85,530	84,090	82,480	80,940	79,415	77,845	76,325
6-Pg A-size	104,745	99,655	96,285	93,075	91,995	90,225	87,910	86,515	84,820	83,190	81,700	79,970	78,460
6-Pg King	153,080	145,660	140,690	135,960	134,235	131,635	128,295	126,130	123,720	121,405	119,115	116,770	114,480
8-Pg A-size	139,665	132,875	128,385	124,090	122,655	120,310	117,210	115,365	113,095	110,910	108,930	106,625	104,605
8-Pg King	204,105	194,220	187,585	181,280	178,975	175,515	171,060	168,175	164,970	161,875	158,830	155,700	152,645

CARDIOLOGY / THORACIC SURGERY / VASCULAR POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Cardiology News™



THORACIC SURGERY NEWS
THE OFFICIAL NEWSPAPER OF THE AMERICAN ASSOCIATION FOR THORACIC SURGERY



Vascular Specialist

a. Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$9,865	9,550	9,240	8,990	8,725	8,515	8,285	8,025	7,995	7,915	7,850	7,785	7,705	7,635
3/4 Page	9,130	8,825	8,500	8,240	7,960	7,765	7,555	7,330	7,270	7,155	7,090	6,965	6,915	6,840
Island Page	7,800	7,550	7,295	7,055	6,840	6,665	6,510	6,315	6,285	6,235	6,180	6,125	6,065	6,020
1/2 page	7,090	6,880	6,650	6,410	6,230	6,035	5,880	5,705	5,680	5,615	5,560	5,505	5,460	5,400
1/4 Page	3,955	3,845	3,785	3,730	3,625	3,610	3,590	3,570	3,545	3,510	3,480	3,425	3,400	3,380

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,805
- 2. Matched Color: \$3,335
- 3. Metallic ink (In Addition to Color Rates): \$450
- 4. Four Color: \$5,660
- 5. Five Color: \$8,755

c. Inserts:

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$16,070	15,550	15,025	14,535	14,090	13,730	13,410	13,010	12,950	12,845	12,730	12,620	12,495	12,400
2-Pg King	20,325	19,670	19,035	18,520	17,975	17,545	17,065	16,530	16,465	16,300	16,170	16,035	15,870	15,725
4-Pg A-size	32,135	31,105	30,055	29,065	28,180	27,465	26,820	26,020	25,895	25,690	25,465	25,235	24,990	24,805
4-Pg King	40,645	39,345	38,070	37,040	35,945	35,080	34,135	33,060	32,940	32,610	32,340	32,075	31,745	31,455
6-Pg A-size	48,210	46,660	45,085	43,600	42,275	41,185	40,230	39,030	38,845	38,535	38,195	37,855	37,485	37,205
6-Pg King	60,970	59,020	57,105	55,555	53,920	52,625	51,200	49,595	49,410	48,915	48,515	48,110	47,615	47,185
8-Pg A-size	64,275	62,215	60,110	58,135	56,360	54,920	53,640	52,035	51,785	51,375	50,920	50,470	49,975	49,605
8-Pg King	81,290	78,695	76,140	74,075	71,895	70,165	68,270	66,130	65,880	65,220	64,685	64,150	63,490	62,915

QUAD POWERBUY II

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Cardiology News™



Clinical Endocrinology News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,810	26,585	25,760	24,975	24,665	24,220	23,655	23,270	22,840	22,420	22,015	21,595	21,185
3/4 Page	25,085	23,965	23,195	22,535	22,245	21,860	21,485	21,095	20,235	19,990	19,405	18,855	18,445
Island Page	19,525	18,680	18,120	17,580	17,360	17,055	16,660	16,385	16,070	15,780	15,490	15,170	14,885
1/2 page	19,025	18,235	17,675	17,135	16,885	16,590	16,210	15,845	15,565	15,255	15,035	14,755	14,440
1/4 Page	10,425	10,015	9,660	9,385	9,270	9,095	8,895	8,705	8,470	8,390	8,170	7,955	7,805

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,235
- 2. Matched Color: \$4,050
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$8,360
- 5. Five Color: \$12,705

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 40,225	38,485	37,330	36,215	35,765	35,130	34,315	33,755	33,105	32,515	31,905	31,250	30,665
2-Pg King	57,290	54,760	53,070	51,450	50,810	49,895	48,730	47,935	47,045	46,185	45,345	44,490	43,640
4-Pg A-size	80,445	76,955	74,650	72,430	71,525	70,270	68,640	67,505	66,215	65,010	63,820	62,500	61,330
4-Pg King	114,575	109,535	106,130	102,895	101,615	99,785	97,455	95,875	94,100	92,370	90,705	88,965	87,285
6-Pg A-size	120,660	115,445	111,980	108,645	107,290	105,400	102,955	101,255	99,310	97,525	95,725	93,750	91,995
6-Pg King	171,870	164,290	159,200	154,345	152,435	149,685	146,190	143,805	141,145	138,555	136,050	133,460	130,920
8-Pg A-size	160,885	153,930	149,315	144,855	143,055	140,540	137,275	135,015	132,415	130,030	127,630	125,000	122,650
8-Pg King	229,155	219,060	212,260	205,795	203,240	199,575	194,920	191,740	188,205	184,740	181,405	177,950	174,565

SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Skin & Allergy News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$16,370	15,730	15,240	14,735	14,365	13,955	13,690	13,390	12,955	12,775	12,560	12,320	12,020
3/4 Page	14,965	14,225	13,310	12,780	12,665	12,505	12,150	11,890	11,325	11,190	10,845	10,695	10,555
Island Page	11,695	11,180	10,790	10,370	10,180	9,915	9,735	9,530	9,225	9,085	8,950	8,755	8,560
1/2 page	11,510	11,000	10,600	10,160	10,010	9,715	9,385	9,190	8,835	8,725	8,510	8,350	8,220
1/4 Page	5,880	5,570	5,190	4,960	4,915	4,830	4,705	4,605	4,440	4,360	4,250	4,165	4,125

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,925
- 2. Matched Color: \$2,410
- 3. Metallic ink (In Addition to Color Rates): \$310
- 4. Four Color: \$4,790
- 5. Five Color: \$7,430

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 24,095	23,030	22,225	21,365	20,970	20,425	20,055	19,635	19,000	18,715	18,435	18,035	17,635
2-Pg King	33,725	32,405	31,395	30,355	29,590	28,750	28,200	27,585	26,690	26,315	25,870	25,380	24,760
4-Pg A-size	48,185	46,065	44,455	42,725	41,945	40,850	40,105	39,265	38,010	37,430	36,875	36,070	35,265
4-Pg King	67,445	64,805	62,790	60,705	59,185	57,495	56,405	55,165	53,375	52,635	51,750	50,760	49,525
6-Pg A-size	72,280	69,095	66,685	64,085	62,915	61,275	60,165	58,895	57,010	56,145	55,310	54,105	52,905
6-Pg King	101,165	97,215	94,185	91,060	88,775	86,245	84,605	82,750	80,065	78,950	77,620	76,135	74,285
8-Pg A-size	96,365	92,125	88,910	85,450	83,885	81,700	80,215	78,525	76,010	74,860	73,750	72,140	70,535
8-Pg King	134,890	129,615	125,580	121,420	118,365	114,990	112,805	110,335	106,745	105,265	103,495	101,515	99,045

WOMEN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Skin & Allergy News™



Ob.Gyn. News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$10,745	10,190	9,990	9,760	9,635	9,470	9,185	8,840	8,470	8,250	8,035	7,840	7,640
3/4 Page	9,835	9,250	8,990	8,855	8,815	8,730	8,490	8,200	7,470	7,365	7,175	6,895	6,720
Island Page	8,105	7,495	7,300	7,180	7,090	6,940	6,720	6,475	6,200	6,050	5,905	5,755	5,605
1/2 page	7,890	7,380	7,140	6,955	6,880	6,780	6,525	6,295	5,910	5,835	5,710	5,500	5,345
1/4 Page	3,965	3,695	3,595	3,475	3,450	3,405	3,265	3,170	2,975	2,935	2,875	2,760	2,705

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,000
- 2. Matched Color: \$2,425
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$5,225
- 5. Five Color: \$7,775

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 16,700	15,440	15,035	14,790	14,605	14,300	13,840	13,340	12,770	12,465	12,160	11,855	11,550
2-Pg King	22,135	20,995	20,580	20,105	19,845	19,510	18,920	18,210	17,450	16,995	16,550	16,150	15,735
4-Pg A-size	33,395	30,880	30,080	29,585	29,215	28,590	27,685	26,680	25,545	24,925	24,330	23,710	23,090
4-Pg King	44,270	41,985	41,160	40,210	39,700	39,015	37,840	36,420	34,895	33,990	33,105	32,305	31,480
6-Pg A-size	50,090	46,320	45,115	44,370	43,815	42,890	41,530	40,015	38,315	37,390	36,490	35,565	34,640
6-Pg King	66,400	62,975	61,740	60,315	59,545	58,525	56,765	54,630	52,345	50,985	49,655	48,450	47,215
8-Pg A-size	66,785	61,760	60,150	59,160	58,420	57,185	55,375	53,355	51,085	49,855	48,660	47,420	46,185
8-Pg King	88,540	83,965	82,320	80,425	79,390	78,030	75,685	72,845	69,790	67,980	66,210	64,600	62,950

CHILDREN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$8,115	7,875	7,805	7,620	7,480	7,310	7,225	7,080	7,000	6,880	6,775	6,660	6,550
3/4 Page	7,580	7,320	7,135	6,985	6,865	6,720	6,580	6,490	6,235	6,080	5,935	5,860	5,690
Island Page	6,095	5,865	5,745	5,570	5,455	5,315	5,210	5,135	5,075	4,970	4,890	4,820	4,740
1/2 page	5,920	5,685	5,535	5,300	5,230	5,110	4,980	4,885	4,805	4,750	4,655	4,570	4,450
1/4 Page	2,985	2,865	2,800	2,670	2,635	2,585	2,470	2,450	2,390	2,365	2,335	2,300	2,250

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,600
- 2. Matched Color: \$2,160
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$4,370
- 5. Five Color: \$6,470

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 12,555	12,085	11,835	11,470	11,240	10,950	10,735	10,580	10,455	10,240	10,070	9,930	9,760
2-Pg King	16,720	16,225	16,080	15,695	15,410	15,060	14,880	14,585	14,420	14,170	13,960	13,720	13,495
4-Pg A-size	25,110	24,165	23,670	22,950	22,475	21,900	21,465	21,155	20,910	20,475	20,150	19,860	19,530
4-Pg King	33,435	32,445	32,155	31,395	30,815	30,120	29,770	29,170	28,840	28,345	27,915	27,440	26,990
6-Pg A-size	37,665	36,250	35,505	34,420	33,715	32,850	32,200	31,735	31,360	30,715	30,220	29,785	29,290
6-Pg King	50,155	48,670	48,235	47,090	46,230	45,175	44,650	43,755	43,260	42,520	41,870	41,160	40,475
8-Pg A-size	50,225	48,330	47,340	45,895	44,950	43,795	42,930	42,310	41,815	40,955	40,295	39,715	39,060
8-Pg King	66,865	64,890	64,310	62,785	61,635	60,235	59,535	58,340	57,680	56,695	55,825	54,875	53,970

SKIN CARE / RHEUMATOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$8,050	7,650	7,455	7,285	7,125	6,940	6,815	6,670	6,570	6,445	6,305	6,195	6,080
3/4 Page	7,495	7,060	6,830	6,710	6,620	6,490	6,320	6,255	5,925	5,870	5,630	5,555	5,405
Island Page	6,165	5,805	5,650	5,520	5,410	5,260	5,180	5,075	5,000	4,910	4,810	4,720	4,625
1/2 page	5,965	5,615	5,410	5,290	5,210	5,070	4,930	4,850	4,720	4,650	4,570	4,460	4,325
1/4 Page	3,020	2,835	2,745	2,675	2,630	2,565	2,495	2,465	2,375	2,345	2,280	2,230	2,175

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,545
- 2. Matched Color: \$2,125
- 3. Metallic ink (In Addition to Color Rates): \$310
- 4. Four Color: \$4,055
- 5. Five Color: \$6,185

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 12,950	12,190	11,865	11,590	11,360	11,045	10,875	10,660	10,500	10,310	10,100	9,915	9,715
2-Pg King	16,905	16,065	15,655	15,300	14,965	14,575	14,310	14,010	13,795	13,535	13,240	13,010	12,765
4-Pg A-size	25,895	24,385	23,730	23,185	22,720	22,095	21,755	21,315	21,000	20,620	20,205	19,820	19,425
4-Pg King	33,810	32,130	31,310	30,600	29,925	29,145	28,625	28,015	27,595	27,070	26,485	26,020	25,535
6-Pg A-size	38,840	36,570	35,595	34,775	34,080	33,140	32,635	31,975	31,500	30,935	30,300	29,735	29,140
6-Pg King	50,715	48,195	46,970	45,895	44,890	43,725	42,935	42,025	41,390	40,605	39,720	39,030	38,305
8-Pg A-size	51,785	48,760	47,460	46,370	45,440	44,185	43,515	42,630	42,000	41,245	40,405	39,650	38,850
8-Pg King	67,620	64,260	62,160	60,740	59,850	58,295	57,245	56,030	55,190	54,140	52,960	52,040	51,075

PRIMARY CARE & WOMEN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Skin & Allergy News™



Family Practice News™



Ob.Gyn. News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$22,505	21,480	20,885	20,265	19,865	19,385	18,915	18,380	17,670	17,345	16,995	16,625	16,205
3/4 Page	20,555	19,445	18,440	17,845	17,715	17,505	17,025	16,525	15,495	15,280	14,865	14,485	14,245
Island Page	16,315	15,385	14,890	14,425	14,200	13,865	13,515	13,130	12,630	12,395	12,165	11,875	11,590
1/2 page	16,025	15,195	14,680	14,140	13,955	13,635	13,150	12,785	12,140	11,985	11,680	11,400	11,175
1/4 Page	8,140	7,665	7,250	6,945	6,895	6,800	6,580	6,410	6,100	5,995	5,860	5,690	5,620

b. Color (In Addition to Black-and-White Rates):

- | | | | |
|---|---------|----------------|----------|
| 1. Standard Color: | \$3,170 | 4. Four Color: | \$8,075 |
| 2. Matched Color: | \$3,800 | 5. Five Color: | \$12,180 |
| 3. Metallic ink (In Addition to Color Rates): | \$465 | | |

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,615	31,690	30,675	29,715	29,250	28,560	27,840	27,050	26,015	25,535	25,060	24,465	23,875
2-Pg King	46,360	44,250	43,025	41,745	40,920	39,935	38,965	37,860	36,405	35,730	35,005	34,245	33,380
4-Pg A-size	67,215	63,390	61,350	59,435	58,510	57,125	55,675	54,100	52,040	51,070	50,120	48,925	47,750
4-Pg King	92,725	88,500	86,045	83,490	81,850	79,865	77,930	75,725	72,800	71,460	70,020	68,495	66,765
6-Pg A-size	100,830	95,080	92,020	89,145	87,755	85,685	83,525	81,145	78,055	76,600	75,175	73,390	71,630
6-Pg King	139,080	132,750	129,070	125,240	122,765	119,800	116,895	113,585	109,200	107,195	105,030	102,740	100,145
8-Pg A-size	134,435	126,775	122,690	118,865	117,010	114,245	111,365	108,195	104,070	102,135	100,240	97,850	95,500
8-Pg King	185,445	176,995	172,095	166,985	163,685	159,730	155,860	151,455	145,600	142,925	140,040	136,990	133,530

FAMILY PRACTICE / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Clinical Endocrinology News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$16,960	16,385	15,925	15,455	15,125	14,745	14,490	14,220	13,785	13,600	13,405	13,150	12,845
3/4 Page	15,475	14,840	14,000	13,475	13,330	13,160	12,860	12,575	12,145	11,985	11,680	11,505	11,390
Island Page	12,395	11,980	11,620	11,215	11,025	10,790	10,610	10,395	10,075	9,935	9,785	9,575	9,370
1/2 page	12,030	11,625	11,295	10,860	10,705	10,440	10,140	9,935	9,575	9,440	9,190	9,055	8,975
1/4 Page	7,285	7,010	6,650	6,435	6,365	6,285	6,165	6,030	5,845	5,750	5,615	5,505	5,440

b. Color (In Addition to Black-and-White Rates):

- | | | | |
|---|---------|----------------|---------|
| 1. Standard Color: | \$1,810 | 4. Four Color: | \$4,720 |
| 2. Matched Color: | \$2,200 | 5. Five Color: | \$7,305 |
| 3. Metallic ink (In Addition to Color Rates): | \$305 | | |

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 25,535	24,675	23,935	23,105	22,710	22,225	21,860	21,415	20,755	20,465	20,155	19,725	19,300
2-Pg King	34,940	33,750	32,805	31,840	31,155	30,375	29,850	29,295	28,400	28,015	27,610	27,090	26,460
4-Pg A-size	51,070	49,360	47,870	46,205	45,425	44,455	43,710	42,825	41,510	40,930	40,315	39,450	38,605
4-Pg King	69,875	67,505	65,610	63,675	62,315	60,750	59,700	58,585	56,795	56,035	55,230	54,180	52,920
6-Pg A-size	76,605	74,035	71,815	69,310	68,135	66,680	65,570	64,240	62,265	61,395	60,470	59,175	57,910
6-Pg King	104,815	101,260	98,415	95,510	93,470	91,125	89,550	87,880	85,195	84,050	82,840	81,265	79,385
8-Pg A-size	102,135	98,715	95,750	92,415	90,850	88,910	87,425	85,655	83,015	81,860	80,630	78,895	77,210
8-Pg King	139,750	135,015	131,225	127,350	124,630	121,500	119,395	117,170	113,585	112,065	110,460	108,355	

INTERNAL MEDICINE / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Clinical Endocrinology News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$15,940	15,270	14,470	14,055	13,900	13,670	13,335	12,910	12,235	11,645	11,065	10,585	10,235
3/4 Page	14,545	13,940	13,170	12,850	12,705	12,520	12,320	12,040	10,835	10,510	9,900	9,280	9,085
Island Page	11,930	11,435	10,850	10,550	10,385	10,240	9,990	9,735	9,085	8,795	8,360	7,990	7,720
1/2 page	11,570	11,135	10,495	10,205	10,090	9,925	9,680	9,410	8,745	8,420	7,985	7,510	7,320
1/4 Page	7,055	6,790	6,455	6,300	6,225	6,125	6,000	5,825	5,430	5,285	5,030	4,755	4,640

b. Color (In Addition to Black-and-White Rates):

- | | | | |
|---|---------|----------------|---------|
| 1. Standard Color: | \$1,660 | 4. Four Color: | \$4,465 |
| 2. Matched Color: | \$2,050 | 5. Five Color: | \$7,150 |
| 3. Metallic ink (In Addition to Color Rates): | \$305 | | |

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 24,575	23,555	22,350	21,735	21,390	21,095	20,580	20,055	18,715	18,115	17,220	16,460	15,900
2-Pg King	32,835	31,455	29,810	28,955	28,630	28,160	27,470	26,595	25,205	23,990	22,790	21,805	21,085
4-Pg A-size	49,155	47,110	44,700	43,465	42,785	42,190	41,155	40,105	37,430	36,235	34,445	32,920	31,810
4-Pg King	65,675	62,915	59,615	57,910	57,270	56,320	54,940	53,190	50,410	47,980	45,590	43,615	42,165
6-Pg A-size	73,730	70,665	67,055	65,200	64,180	63,285	61,735	60,160	56,145	54,350	51,665	49,380	47,710
6-Pg King	98,510	94,370	89,425	86,860	85,900	84,480	82,410	79,780	75,615	71,970	68,380	65,415	63,255
8-Pg A-size	98,305	94,225	89,405	86,935	85,575	84,375	82,320	80,220	74,860	72,470	68,885	65,835	63,615
8-Pg King	131,345	125,825	119,235	115,815	114,540	112,640	109,880	106,375	100,815	95,955	91,175	87,220	84,335

CARDIOLOGY / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Clinical Endocrinology News™



Cardiology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,220	7,015	6,930	6,855	6,795	6,730	6,655	6,590	6,480	6,370	6,275	6,155	6,055
3/4 Page	6,685	6,485	6,425	6,335	6,275	6,220	6,135	6,045	5,895	5,800	5,645	5,555	5,455
Island Page	5,725	5,570	5,510	5,440	5,380	5,325	5,270	5,195	5,110	5,030	4,930	4,830	4,745
1/2 page	5,385	5,235	5,175	5,105	5,045	5,000	4,940	4,875	4,775	4,685	4,595	4,515	4,410
1/4 Page	3,775	3,685	3,640	3,585	3,560	3,515	3,475	3,415	3,340	3,290	3,200	3,135	3,085

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,450
- 2. Matched Color: \$1,930
- 3. Metallic ink (In Addition to Color Rates): \$300
- 4. Four Color: \$3,900
- 5. Five Color: \$6,085

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 11,795	11,475	11,350	11,205	11,085	10,970	10,855	10,705	10,525	10,365	10,155	9,950	9,775
2-Pg King	14,870	14,450	14,280	14,120	14,000	13,865	13,710	13,575	13,345	13,125	12,925	12,680	12,470
4-Pg A-size	23,585	22,945	22,700	22,410	22,165	21,940	21,710	21,405	21,055	20,720	20,310	19,900	19,550
4-Pg King	29,745	28,905	28,550	28,245	27,995	27,725	27,415	27,155	26,700	26,240	25,855	25,355	24,945
6-Pg A-size	35,380	34,425	34,050	33,615	33,250	32,910	32,565	32,105	31,580	31,085	30,465	29,850	29,325
6-Pg King	44,620	43,350	42,830	42,365	41,995	41,595	41,130	40,725	40,045	39,365	38,780	38,040	37,420
8-Pg A-size	47,175	45,900	45,405	44,825	44,335	43,880	43,425	42,805	42,105	41,450	40,620	39,800	39,100
8-Pg King	59,495	57,800	57,100	56,485	55,990	55,455	54,840	54,300	53,395	52,490	51,705	50,720	49,895

PRIMARY CARE / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Clinical Endocrinology News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,145	23,090	22,330	21,595	21,310	20,900	20,370	20,015	19,655	19,290	18,940	18,585	18,235
3/4 Page	21,660	20,705	19,975	19,375	19,110	18,755	18,430	18,095	17,330	17,140	16,660	16,150	15,800
Island Page	16,790	16,070	15,550	15,055	14,850	14,575	14,205	13,960	13,680	13,435	13,190	12,925	12,675
1/2 page	16,365	15,695	15,180	14,665	14,445	14,170	13,815	13,470	13,240	12,980	12,810	12,560	12,300
1/4 Page	9,145	8,780	8,455	8,205	8,095	7,940	7,755	7,585	7,380	7,320	7,150	6,950	6,815

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,070
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$6,595
- 5. Five Color: \$9,930

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 34,590	33,110	32,035	31,015	30,590	30,020	29,260	28,755	28,185	27,680	27,170	26,625	26,110
2-Pg King	49,745	47,560	46,000	44,490	43,895	43,055	41,960	41,230	40,490	39,735	39,010	38,290	37,565
4-Pg A-size	69,180	66,205	64,065	62,030	61,185	60,050	58,530	57,510	56,365	55,350	54,345	53,250	52,225
4-Pg King	99,475	95,130	92,000	88,965	87,795	86,110	83,925	82,460	80,975	79,480	78,035	76,565	75,135
6-Pg A-size	103,760	99,315	96,100	93,045	91,775	90,070	87,785	86,270	84,540	83,035	81,515	79,875	78,335
6-Pg King	149,220	142,695	138,000	133,455	131,700	129,165	125,885	123,690	121,465	119,215	117,045	114,855	112,690
8-Pg A-size	138,350	132,420	128,135	124,050	122,370	120,105	117,045	115,035	112,725	110,705	108,680	106,500	104,440
8-Pg King	198,955	190,265	184,000	177,945	175,595	172,220	167,850	164,920	161,960	158,950	156,070	153,145	150,255

QUAD POWERBUY II

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Clinical Endocrinology News™



Cardiology News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,810	26,585	25,760	24,975	24,665	24,220	23,655	23,270	22,840	22,420	22,015	21,595	21,185
3/4 Page	25,085	23,965	23,195	22,535	22,245	21,860	21,485	21,095	20,235	19,990	19,405	18,855	18,445
Island Page	19,525	18,680	18,120	17,580	17,360	17,055	16,660	16,385	16,070	15,780	15,490	15,170	14,885
1/2 page	19,025	18,235	17,675	17,135	16,885	16,590	16,210	15,845	15,565	15,255	15,035	14,755	14,440
1/4 Page	10,425	10,015	9,660	9,385	9,270	9,095	8,895	8,705	8,470	8,390	8,170	7,955	7,805

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,235
- 2. Matched Color: \$4,050
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$8,360
- 5. Five Color: \$12,705

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 40,225	38,485	37,330	36,215	35,765	35,130	34,315	33,755	33,105	32,515	31,905	31,250	30,665
2-Pg King	57,290	54,760	53,070	51,450	50,810	49,895	48,730	47,935	47,045	46,185	45,345	44,490	43,640
4-Pg A-size	80,445	76,955	74,650	72,430	71,525	70,270	68,640	67,505	66,215	65,010	63,820	62,500	61,330
4-Pg King	114,575	109,535	106,130	102,895	101,615	99,785	97,455	95,875	94,100	92,370	90,705	88,965	87,285
6-Pg A-size	120,660	115,445	111,980	108,645	107,290	105,400	102,955	101,255	99,310	97,525	95,725	93,750	91,995
6-Pg King	171,870	164,290	159,200	154,345	152,435	149,685	146,190	143,805	141,145	138,555	136,050	133,460	130,920
8-Pg A-size	160,885	153,930	149,315	144,855	143,055	140,540	137,275	135,015	132,415	130,030	127,630	125,000	122,650
8-Pg King	229,155	219,060	212,260	205,795	203,240	199,575	194,920	191,740	188,205	184,740	181,405	177,950	174,565

ACEP & CHEST PHYSICIAN POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$9,705	9,425	9,105	8,860	8,705	8,420	8,210	8,175	8,175	8,175	8,175	8,175	8,175
3/4 Page	8,640	8,360	8,095	7,910	7,705	7,520	7,395	7,335	7,335	7,335	7,335	7,335	7,335
Island Page	6,910	6,655	6,405	6,285	6,165	5,960	5,825	5,785	5,785	5,785	5,785	5,785	5,785
1/2 page	6,250	6,035	5,825	5,710	5,580	5,460	5,295	5,260	5,260	5,260	5,260	5,260	5,260
1/4 Page	4,035	3,895	3,770	3,660	3,650	3,610	3,605	3,565	3,565	3,565	3,565	3,565	3,565

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,780
- 2. Matched Color: \$2,265
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$3,685
- 5. Five Color: \$5,725

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 14,235	13,710	13,195	12,950	12,700	12,275	12,000	11,915	11,915	11,915	11,915	11,915	11,915
2-Pg King	19,995	19,415	18,755	18,250	17,935	17,345	16,915	16,840	16,840	16,840	16,840	16,840	16,840
4-Pg A-size	28,470	27,420	26,385	25,895	25,400	24,555	24,000	23,835	23,835	23,835	23,835	23,835	23,835
4-Pg King	39,985	38,830	37,515	36,500	35,860	34,690	33,825	33,680	33,680	33,680	33,680	33,680	33,680
6-Pg A-size	42,705	41,130	39,585	38,840	38,100	36,830	36,000	35,750	35,750	35,750	35,750	35,750	35,750
6-Pg King	59,980	58,245	56,265	54,755	53,795	52,035	50,740	50,520	50,520	50,520	50,520	50,520	50,520
8-Pg A-size	56,935	54,840	52,775	51,785	50,800	49,110	47,995	47,665	47,665	47,665	47,665	47,665	47,665
8-Pg King	79,970	77,665	75,025	73,005	71,730	69,380	67,650	67,360	67,360	67,360	67,360	67,360	67,360

ACEP & CLINICAL PSYCHIATRY NEWS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$13,450	13,035	12,425	11,885	11,585	11,355	11,025	10,835	10,735	10,610	10,475	10,325	10,250
3/4 Page	12,255	11,810	10,535	10,375	10,155	9,940	9,770	9,635	9,540	9,425	9,285	9,125	9,025
Island Page	9,440	9,035	8,200	8,035	7,850	7,615	7,460	7,395	7,330	7,260	7,175	7,105	7,060
1/2 page	8,830	8,480	7,670	7,535	7,355	7,170	6,970	6,890	6,795	6,760	6,705	6,610	6,550
1/4 Page	5,075	4,860	4,390	4,330	4,305	4,260	4,205	4,165	4,120	4,090	4,045	3,990	3,960

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,680
- 2. Matched Color: \$2,200
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,075
- 5. Five Color: \$6,425

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 19,445	18,615	16,895	16,555	16,170	15,685	15,365	15,230	15,100	14,955	14,780	14,635	14,540
2-Pg King	27,710	26,855	25,595	24,480	23,865	23,390	22,710	22,320	22,115	21,855	21,580	21,270	21,115
4-Pg A-size	38,890	37,225	33,785	33,105	32,340	31,375	30,735	30,470	30,200	29,915	29,560	29,275	29,090
4-Pg King	55,415	53,700	51,195	48,965	47,730	46,785	45,425	44,640	44,230	43,715	43,155	42,540	42,230
6-Pg A-size	58,340	55,840	50,675	49,655	48,510	47,060	46,100	45,700	45,300	44,865	44,340	43,910	43,630
6-Pg King	83,125	80,555	76,785	73,450	71,595	70,175	68,135	66,960	66,340	65,570	64,735	63,810	63,345
8-Pg A-size	77,785	74,450	67,565	66,205	64,685	62,750	61,470	60,935	60,395	59,820	59,120	58,545	58,170
8-Pg King	110,825	107,410	102,380	97,935	95,460	93,565	90,845	89,280	88,455	87,425	86,315	85,080	84,460

ACEP & PEDIATRIC NEWS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$11,630	11,245	10,975	10,715	10,515	10,285	10,045	9,970	9,925	9,850	9,790	9,710	9,640
3/4 Page	10,590	10,235	9,925	9,675	9,400	9,155	9,040	8,955	8,870	8,730	8,665	8,615	8,490
Island Page	8,560	8,270	8,010	7,775	7,610	7,435	7,255	7,220	7,195	7,115	7,065	7,035	6,985
1/2 page	8,075	7,795	7,565	7,285	7,160	7,045	6,845	6,785	6,740	6,705	6,625	6,595	6,525
1/4 Page	4,635	4,485	4,340	4,175	4,155	4,135	4,040	4,035	3,995	3,985	3,970	3,950	3,915

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,680
- 2. Matched Color: \$2,255
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$4,560
- 5. Five Color: \$6,685

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 17,635	17,035	16,505	16,020	15,675	15,315	14,945	14,870	14,820	14,655	14,550	14,490	14,385
2-Pg King	23,960	23,165	22,610	22,070	21,660	21,185	20,695	20,540	20,445	20,290	20,165	20,005	19,860
4-Pg A-size	35,265	34,075	33,000	32,030	31,355	30,635	29,890	29,750	29,645	29,315	29,110	28,985	28,780
4-Pg King	47,915	46,330	45,220	44,145	43,320	42,375	41,385	41,075	40,890	40,580	40,335	40,005	39,715
6-Pg A-size	52,900	51,110	49,505	48,050	47,030	45,945	44,835	44,620	44,465	43,970	43,660	43,475	43,165
6-Pg King	71,875	69,495	67,825	66,220	64,980	63,560	62,080	61,615	61,335	60,875	60,500	60,010	59,575
8-Pg A-size	70,535	68,145	66,000	64,065	62,705	61,265	59,780	59,490	59,285	58,625	58,215	57,965	57,555
8-Pg King	95,830	92,660	90,435	88,290	86,645	84,745	82,770	82,150	81,780	81,165	80,670	80,010	79,435

ACEP & SURGERY NEWS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$13,930	13,380	12,695	12,460	12,275	11,625	11,380	11,360	11,305	11,270	11,270	11,270	11,270
3/4 Page	12,925	12,360	11,595	11,445	11,245	10,630	10,515	10,490	10,450	10,425	10,425	10,425	10,425
Island Page	9,545	9,130	8,665	8,505	8,350	7,760	7,585	7,535	7,520	7,490	7,490	7,490	7,490
1/2 page	8,885	8,650	8,125	7,985	7,835	7,305	7,150	7,140	7,100	7,085	7,085	7,085	7,085
1/4 Page	6,565	6,285	5,950	5,775	5,700	5,405	5,360	5,330	5,305	5,295	5,295	5,295	5,295

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,740
- 2. Matched Color: \$2,250
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$3,980
- 5. Five Color: \$6,135

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 19,660	18,810	17,850	17,520	17,200	15,985	15,625	15,520	15,490	15,430	15,430	15,430	15,430
2-Pg King	28,700	27,565	26,155	25,665	25,290	23,945	23,445	23,400	23,290	23,215	23,215	23,215	23,215
4-Pg A-size	39,325	37,615	35,700	35,040	34,400	31,970	31,250	31,045	30,985	30,860	30,860	30,860	30,860
4-Pg King	57,390	55,125	52,305	51,335	50,570	47,895	46,885	46,805	46,575	46,430	46,430	46,430	46,430
6-Pg A-size	58,985	56,425	53,550	52,560	51,600	47,955	46,875	46,565	46,475	46,290	46,290	46,290	46,290
6-Pg King	86,090	82,690	78,455	77,005	75,860	71,840	70,330	70,205	69,865	69,650	69,650	69,650	69,650
8-Pg A-size	78,650	75,235	71,395	70,080	68,805	63,945	62,500	62,085	61,965	61,715	61,715	61,715	61,715
8-Pg King	114,780	110,255	104,605	102,670	101,145	95,790	93,770	93,605	93,155	92,865	92,865	92,865	92,865

ER/PC POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$26,555	25,305	24,330	23,495	23,125	22,635	21,955	21,635	21,315	21,005	20,695	20,395	20,085
3/4 Page	23,680	22,545	21,630	20,945	20,560	20,120	19,775	19,475	18,765	18,615	18,185	17,725	17,415
Island Page	18,185	17,325	16,640	16,085	15,835	15,500	15,070	14,870	14,640	14,430	14,240	14,020	13,820
1/2 page	17,635	16,845	16,180	15,640	15,360	15,075	14,630	14,330	14,150	13,930	13,800	13,600	13,390
1/4 Page	9,220	8,800	8,385	8,115	8,025	7,895	7,735	7,605	7,445	7,415	7,285	7,135	7,035

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,130
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$6,345
- 5. Five Color: \$9,500

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 37,600	35,825	34,405	33,255	32,740	32,045	31,155	30,745	30,270	29,835	29,435	28,985	28,570
2-Pg King	54,915	52,325	50,310	48,585	47,815	46,805	45,395	44,730	44,070	43,425	42,785	42,170	41,525
4-Pg A-size	75,200	71,640	68,810	66,515	65,485	64,095	62,315	61,485	60,535	59,665	58,880	57,965	57,140
4-Pg King	109,815	104,650	100,615	97,160	95,630	93,605	90,795	89,470	88,145	86,865	85,580	84,335	83,055
6-Pg A-size	112,795	107,465	103,215	99,770	98,225	96,145	93,470	92,230	90,800	89,500	88,315	86,950	85,710
6-Pg King	164,730	156,970	150,925	145,745	143,450	140,410	136,190	134,200	132,215	130,290	128,365	126,505	124,575
8-Pg A-size	150,395	143,285	137,620	133,020	130,960	128,190	124,630	122,980	121,075	119,335	117,760	115,940	114,280
8-Pg King	219,635	209,295	201,235	194,325	191,265	187,215	181,590	178,940	176,295	173,725	171,160	168,675	166,105

THE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News[®]



Internal Medicine News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$20,590	19,565	18,825	18,115	17,870	17,485	17,000	16,680	16,360	16,045	15,740	15,435	15,130
3/4 Page	18,400	17,480	16,770	16,200	15,970	15,640	15,350	15,050	14,340	14,185	13,760	13,295	12,985
Island Page	13,795	13,110	12,610	12,140	11,975	11,725	11,390	11,185	10,960	10,750	10,560	10,340	10,135
1/2 page	13,635	12,995	12,495	12,030	11,840	11,590	11,265	10,970	10,785	10,570	10,440	10,240	10,030
1/4 Page	6,645	6,330	6,020	5,795	5,705	5,575	5,415	5,285	5,125	5,100	4,965	4,820	4,715

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,785
- 2. Matched Color: \$2,120
- 3. Metallic ink (In Addition to Color Rates): \$265
- 4. Four Color: \$4,460
- 5. Five Color: \$6,620

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 28,420	27,005	25,975	25,010	24,670	24,155	23,465	23,040	22,580	22,145	21,755	21,300	20,880
2-Pg King	42,415	40,305	38,780	37,315	36,810	36,020	35,020	34,360	33,700	33,055	32,425	31,795	31,170
4-Pg A-size	56,835	54,015	51,955	50,015	49,335	48,305	46,925	46,080	45,155	44,290	43,505	42,600	41,755
4-Pg King	84,830	80,610	77,560	74,635	73,625	72,040	70,040	68,720	67,405	66,105	64,850	63,590	62,335
6-Pg A-size	85,255	81,020	77,930	75,025	74,005	72,460	70,390	69,125	67,735	66,435	65,260	63,900	62,635
6-Pg King	127,245	120,910	116,340	111,950	110,435	108,055	105,060	103,080	101,105	99,160	97,275	95,390	93,505
8-Pg A-size	113,670	108,025	103,905	100,035	98,675	96,615	93,855	92,165	90,310	88,580	87,015	85,200	83,510
8-Pg King	169,660	161,215	155,120	149,270	147,250	144,075	140,080	137,445	134,805	132,210	129,700	127,185	124,670

WOMEN'S HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News[®]



Ob.Gyn. News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$20,985	20,000	19,410	18,805	18,450	18,005	17,545	17,040	16,325	16,025	15,715	15,360	14,940
3/4 Page	19,120	18,085	17,100	16,495	16,360	16,155	15,730	15,210	14,295	14,085	13,730	13,360	13,165
Island Page	15,050	14,195	13,710	13,250	13,060	12,765	12,415	12,045	11,535	11,315	11,115	10,840	10,575
1/2 page	14,840	14,090	13,630	13,095	12,930	12,645	12,190	11,835	11,185	11,040	10,720	10,490	10,305
1/4 Page	7,535	7,105	6,705	6,405	6,365	6,295	6,090	5,915	5,605	5,515	5,385	5,225	5,160

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,285
- 2. Matched Color: \$2,620
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$5,815
- 5. Five Color: \$8,670

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 31,005	29,240	28,240	27,295	26,905	26,295	25,575	24,815	23,760	23,310	22,895	22,330	21,785
2-Pg King	43,230	41,200	39,985	38,740	38,005	37,090	36,140	35,105	33,630	33,010	32,370	31,640	30,775
4-Pg A-size	62,010	58,485	56,485	54,590	53,810	52,590	51,150	49,625	47,525	46,615	45,795	44,660	43,565
4-Pg King	86,455	82,400	79,970	77,475	76,015	74,180	72,285	70,205	67,260	66,025	64,745	63,285	61,555
6-Pg A-size	93,010	87,725	84,730	81,885	80,710	78,885	76,725	74,440	71,285	69,925	68,690	66,990	65,355
6-Pg King	129,685	123,600	119,955	116,215	114,020	111,270	108,430	105,310	100,890	99,035	97,115	94,925	92,330
8-Pg A-size	124,010	116,965	112,970	109,180	107,615	105,185	102,300	99,250	95,045	93,235	91,590	89,320	87,140
8-Pg King	172,920	164,800	159,940	154,955	152,025	148,360	144,570	140,410	134,515	132,045	129,495	126,565	123,105

CHILDREN'S HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News™



Pediatric News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$18,515	17,840	17,375	16,815	16,440	15,990	15,725	15,420	14,990	14,790	14,580	14,305	13,975
3/4 Page	17,015	16,300	15,385	14,760	14,545	14,275	13,950	13,625	13,175	12,920	12,600	12,435	12,240
Island Page	13,165	12,680	12,270	11,750	11,535	11,245	11,010	10,810	10,515	10,335	10,195	10,005	9,805
1/2 page	12,990	12,505	12,130	11,545	11,385	11,075	10,740	10,520	10,170	10,045	9,760	9,645	9,495
1/4 Page	6,615	6,335	5,965	5,650	5,605	5,525	5,345	5,245	5,070	4,995	4,890	4,810	4,750

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,055
- 2. Matched Color: \$2,555
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$5,385
- 5. Five Color: \$8,010

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 27,120	26,120	25,275	24,205	23,765	23,165	22,685	22,270	21,660	21,290	21,000	20,610	20,195
2-Pg King	38,145	36,750	35,795	34,640	33,865	32,940	32,390	31,770	30,880	30,465	30,035	29,470	28,790
4-Pg A-size	54,240	52,245	50,550	48,410	47,525	46,330	45,360	44,535	43,325	42,580	42,005	41,220	40,395
4-Pg King	76,280	73,500	71,585	69,275	67,730	65,880	64,790	63,530	61,760	60,935	60,070	58,935	57,580
6-Pg A-size	81,360	78,365	75,830	72,615	71,290	69,495	68,045	66,805	64,980	63,870	63,005	61,830	60,595
6-Pg King	114,425	110,255	107,380	103,915	101,600	98,820	97,180	95,300	92,640	91,405	90,105	88,405	86,365
8-Pg A-size	108,480	104,485	101,105	96,820	95,050	92,660	90,720	89,070	86,640	85,160	84,010	82,440	80,795
8-Pg King	152,565	147,000	143,170	138,555	135,465	131,760	129,575	127,060	123,515	121,870	120,140	117,870	115,155

SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News™



Skin & Allergy News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$16,370	15,730	15,240	14,735	14,365	13,955	13,690	13,390	12,955	12,775	12,560	12,320	12,020
3/4 Page	14,965	14,225	13,310	12,780	12,665	12,505	12,150	11,890	11,325	11,190	10,845	10,695	10,555
Island Page	11,695	11,180	10,790	10,370	10,180	9,915	9,735	9,530	9,225	9,085	8,950	8,755	8,560
1/2 page	11,510	11,000	10,600	10,160	10,010	9,715	9,385	9,190	8,835	8,725	8,510	8,350	8,220
1/4 Page	5,880	5,570	5,190	4,960	4,915	4,830	4,705	4,605	4,440	4,360	4,250	4,165	4,125

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,925
- 2. Matched Color: \$2,410
- 3. Metallic ink (In Addition to Color Rates): \$310
- 4. Four Color: \$4,790
- 5. Five Color: \$7,430

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 24,095	23,030	22,225	21,365	20,970	20,425	20,055	19,635	19,000	18,715	18,435	18,035	17,635
2-Pg King	33,725	32,405	31,395	30,355	29,590	28,750	28,200	27,585	26,690	26,315	25,870	25,380	24,760
4-Pg A-size	48,185	46,065	44,455	42,725	41,945	40,850	40,105	39,265	38,010	37,430	36,875	36,070	35,265
4-Pg King	67,445	64,805	62,790	60,705	59,185	57,495	56,405	55,165	53,375	52,635	51,750	50,760	49,525
6-Pg A-size	72,280	69,095	66,685	64,085	62,915	61,275	60,165	58,895	57,010	56,145	55,310	54,105	52,905
6-Pg King	101,165	97,215	94,185	91,060	88,775	86,245	84,605	82,750	80,065	78,950	77,620	76,135	74,285
8-Pg A-size	96,365	92,125	88,910	85,450	83,885	81,700	80,215	78,525	76,010	74,860	73,750	72,140	70,535
8-Pg King	134,890	129,615	125,580	121,420	118,365	114,990	112,805	110,335	106,745	105,265	103,495	101,515	99,045

MENTAL HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News™



Clinical Psychiatry News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$20,240	19,540	18,745	17,920	17,455	17,000	16,655	16,240	15,755	15,510	15,230	14,885	14,550
3/4 Page	18,595	17,795	15,960	15,420	15,260	15,020	14,645	14,275	13,810	13,575	13,190	12,920	12,745
Island Page	13,995	13,405	12,450	11,995	11,765	11,415	11,205	10,975	10,640	10,475	10,300	10,070	9,875
1/2 page	13,710	13,155	12,230	11,775	11,570	11,195	10,855	10,620	10,220	10,095	9,840	9,660	9,525
1/4 Page	7,035	6,690	6,015	5,800	5,740	5,645	5,500	5,370	5,185	5,095	4,965	4,845	4,795

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,055
- 2. Matched Color: \$2,500
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,925
- 5. Five Color: \$7,760

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 28,830	27,615	25,645	24,710	24,235	23,515	23,085	22,610	21,915	21,580	21,220	20,745	20,340
2-Pg King	41,695	40,250	38,615	36,915	35,955	35,020	34,310	33,455	32,455	31,950	31,370	30,665	29,975
4-Pg A-size	57,660	55,230	51,290	49,420	48,475	47,030	46,165	45,215	43,840	43,155	42,435	41,490	40,685
4-Pg King	83,385	80,500	77,230	73,830	71,915	70,040	68,620	66,910	64,910	63,905	62,750	61,325	59,945
6-Pg A-size	86,490	82,845	76,945	74,130	72,710	70,545	69,250	67,825	65,755	64,735	63,655	62,230	61,030
6-Pg King	125,085	120,760	115,845	110,745	107,870	105,060	102,930	100,365	97,370	95,850	94,120	91,990	89,920
8-Pg A-size	115,315	110,455	102,590	98,840	96,945	94,060	92,330	90,430	87,670	86,310	84,875	82,975	81,370
8-Pg King	166,780	161,010	154,460	147,660	143,830	140,080	137,235	133,815	129,820	127,800	125,495	122,650	119,895

FAMILY PRACTICE / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News™



Clinical Endocrinology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$16,960	16,385	15,925	15,455	15,125	14,745	14,490	14,220	13,785	13,600	13,405	13,150	12,845
3/4 Page	15,475	14,840	14,000	13,475	13,330	13,160	12,860	12,575	12,145	11,985	11,680	11,505	11,390
Island Page	12,395	11,980	11,620	11,215	11,025	10,790	10,610	10,395	10,075	9,935	9,785	9,575	9,370
1/2 page	12,030	11,625	11,295	10,860	10,705	10,440	10,140	9,935	9,575	9,440	9,190	9,055	8,975
1/4 Page	7,285	7,010	6,650	6,435	6,365	6,285	6,165	6,030	5,845	5,750	5,615	5,505	5,440

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,810
- 2. Matched Color: \$2,200
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$4,720
- 5. Five Color: \$7,305

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 25,535	24,675	23,935	23,105	22,710	22,225	21,860	21,415	20,755	20,465	20,155	19,725	19,300
2-Pg King	34,940	33,750	32,805	31,840	31,155	30,375	29,850	29,295	28,400	28,015	27,610	27,090	26,460
4-Pg A-size	51,070	49,360	47,870	46,205	45,425	44,455	43,710	42,825	41,510	40,930	40,315	39,450	38,605
4-Pg King	69,875	67,505	65,610	63,675	62,315	60,750	59,700	58,585	56,795	56,035	55,230	54,180	52,920
6-Pg A-size	76,605	74,035	71,815	69,310	68,135	66,680	65,570	64,240	62,265	61,395	60,470	59,175	57,910
6-Pg King	104,815	101,260	98,415	95,510	93,470	91,125	89,550	87,880	85,195	84,050	82,840	81,265	79,385
8-Pg A-size	102,135	98,715	95,750	92,415	90,850	88,910	87,425	85,655	83,015	81,860	80,630	78,895	77,210
8-Pg King	139,750	135,015	131,225	127,350	124,630	121,500	119,395	117,170	113,585	112,065	110,460	108,355	105,845

FAMILY PRACTICE / CARDIOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Family Practice News[®]



Cardiology News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$17,720	16,995	16,480	15,985	15,650	15,270	14,995	14,735	14,265	14,070	13,850	13,570	13,240
3/4 Page	16,250	15,470	14,600	14,025	13,895	13,720	13,390	13,085	12,595	12,410	12,030	11,860	11,705
Island Page	12,645	12,125	11,735	11,305	11,140	10,900	10,710	10,515	10,195	10,035	9,885	9,665	9,465
1/2 page	12,450	11,935	11,580	11,145	10,990	10,730	10,430	10,245	9,870	9,725	9,465	9,330	9,190
1/4 Page	6,385	6,085	5,720	5,485	5,440	5,365	5,250	5,135	4,960	4,865	4,720	4,630	4,585

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,960
- 2. Matched Color: \$2,465
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,835
- 5. Five Color: \$7,515

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 26,050	24,975	24,175	23,290	22,950	22,450	22,065	21,665	21,000	20,670	20,365	19,910	19,495
2-Pg King	36,505	35,010	33,950	32,930	32,240	31,455	30,890	30,355	29,385	28,985	28,530	27,955	27,275
4-Pg A-size	52,100	49,955	48,345	46,575	45,900	44,910	44,125	43,320	42,005	41,345	40,725	39,820	38,995
4-Pg King	73,005	70,015	67,900	65,855	64,475	62,915	61,780	60,710	58,775	57,970	57,065	55,910	54,550
6-Pg A-size	78,150	74,935	72,525	69,865	68,845	67,360	66,190	64,985	63,005	62,015	61,090	59,730	58,495
6-Pg King	109,510	105,030	101,845	98,785	96,715	94,370	92,670	91,065	88,160	86,955	85,590	83,860	81,825
8-Pg A-size	104,195	99,910	96,695	93,155	91,795	89,815	88,250	86,640	84,005	82,685	81,455	79,640	77,995
8-Pg King	146,015	140,040	135,795	131,720	128,955	125,825	123,560	121,415	117,540	115,935	114,125	111,815	109,100

WOMEN'S HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News[®]



Internal Medicine News[®]



Ob.Gyn. News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$28,070	26,610	25,720	24,855	24,550	24,070	23,350	22,760	22,125	21,650	21,190	20,735	20,275
3/4 Page	25,215	23,865	22,990	22,320	22,060	21,665	21,225	20,660	19,425	19,185	18,660	17,955	17,530
Island Page	19,380	18,225	17,585	17,040	16,830	16,495	15,965	15,565	15,105	14,785	14,485	14,155	13,850
1/2 page	19,100	18,095	17,450	16,845	16,615	16,315	15,810	15,320	14,810	14,540	14,295	13,960	13,645
1/4 Page	9,390	8,880	8,510	8,195	8,095	7,955	7,680	7,475	7,145	7,095	6,920	6,680	6,540

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,030
- 2. Matched Color: \$3,510
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$7,745
- 5. Five Color: \$11,370

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 39,925	37,545	36,230	35,105	34,670	33,975	32,885	32,065	31,120	30,460	29,835	29,160	28,535
2-Pg King	57,830	54,810	52,985	51,205	50,570	49,585	48,100	46,885	45,575	44,595	43,645	42,720	41,770
4-Pg A-size	79,850	75,085	72,445	70,210	69,340	67,960	65,780	64,125	62,235	60,915	59,680	58,320	57,065
4-Pg King	115,650	109,635	105,965	102,400	101,140	99,170	96,200	93,770	91,150	89,200	87,305	85,425	83,535
6-Pg A-size	119,765	112,630	108,675	105,310	104,015	101,940	98,665	96,190	93,345	91,375	89,515	87,475	85,600
6-Pg King	173,475	164,445	158,950	153,600	151,720	148,755	144,305	140,655	136,730	133,800	130,950	128,145	125,295
8-Pg A-size	159,690	150,180	144,905	140,405	138,685	135,925	131,550	128,260	124,465	121,830	119,350	116,635	114,120
8-Pg King	231,295	219,270	211,935	204,805	202,295	198,340	192,405	187,540	182,315	178,395	174,610	170,860	167,065

CHILDREN'S HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News™



Internal Medicine News™



Pediatric News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$25,945	24,780	24,015	23,180	22,855	22,365	21,830	21,435	21,075	20,690	20,325	19,945	19,565
3/4 Page	23,425	22,385	21,575	20,875	20,535	20,070	19,725	19,340	18,555	18,265	17,770	17,265	16,835
Island Page	17,750	16,955	16,385	15,765	15,535	15,200	14,775	14,540	14,285	13,995	13,760	13,510	13,260
1/2 page	17,505	16,750	16,185	15,515	15,290	14,965	14,570	14,210	13,990	13,735	13,525	13,295	13,020
1/4 Page	8,595	8,225	7,885	7,555	7,445	7,290	7,045	6,905	6,705	6,670	6,525	6,355	6,220

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,720
- 2. Matched Color: \$3,365
- 3. Metallic ink (In Addition to Color Rates): \$430
- 4. Four Color: \$7,135
- 5. Five Color: \$10,425

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 36,565	34,930	33,755	32,480	32,005	31,310	30,435	29,950	29,430	28,835	28,340	27,830	27,315
2-Pg King	53,450	51,045	49,470	47,755	47,080	46,075	44,970	44,155	43,415	42,620	41,865	41,090	40,305
4-Pg A-size	73,135	69,850	67,505	64,955	64,005	62,625	60,875	59,900	58,860	57,660	56,695	55,660	54,635
4-Pg King	106,895	102,095	98,940	95,495	94,160	92,145	89,940	88,310	86,825	85,245	83,740	82,170	80,610
6-Pg A-size	109,690	104,780	101,260	97,435	96,010	93,935	91,310	89,855	88,280	86,495	85,035	83,490	81,950
6-Pg King	160,345	153,140	148,415	143,250	141,245	138,220	134,910	132,465	130,240	127,865	125,605	123,260	120,910
8-Pg A-size	146,260	139,715	135,015	129,900	128,015	125,255	121,740	119,815	117,710	115,320	113,380	111,320	109,260
8-Pg King	213,785	204,190	197,885	191,005	188,325	184,290	179,880	176,620	173,660	170,485	167,480	164,350	161,215

PRIMARY CARE ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News™



Clinical Endocrinology News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,145	23,090	22,330	21,595	21,310	20,900	20,370	20,015	19,655	19,290	18,940	18,585	18,235
3/4 Page	21,660	20,705	19,975	19,375	19,110	18,755	18,430	18,095	17,330	17,140	16,660	16,150	15,800
Island Page	16,790	16,070	15,550	15,055	14,850	14,575	14,205	13,960	13,680	13,435	13,190	12,925	12,675
1/2 page	16,365	15,695	15,180	14,665	14,445	14,170	13,815	13,470	13,240	12,980	12,810	12,560	12,300
1/4 Page	9,145	8,780	8,455	8,205	8,095	7,940	7,755	7,585	7,380	7,320	7,150	6,950	6,815

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,070
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$6,595
- 5. Five Color: \$9,930

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 34,590	33,110	32,035	31,015	30,590	30,020	29,260	28,755	28,185	27,680	27,170	26,625	26,110
2-Pg King	49,745	47,560	46,000	44,490	43,895	43,055	41,960	41,230	40,490	39,735	39,010	38,290	37,565
4-Pg A-size	69,180	66,205	64,065	62,030	61,185	60,050	58,530	57,510	56,365	55,350	54,345	53,250	52,225
4-Pg King	99,475	95,130	92,000	88,965	87,795	86,110	83,925	82,460	80,975	79,480	78,035	76,565	75,135
6-Pg A-size	103,760	99,315	96,100	93,045	91,775	90,070	87,785	86,270	84,540	83,035	81,515	79,875	78,335
6-Pg King	149,220	142,695	138,000	133,455	131,700	129,165	125,885	123,690	121,465	119,215	117,045	114,855	112,690
8-Pg A-size	138,350	132,420	128,135	124,050	122,370	120,105	117,045	115,035	112,725	110,705	108,680	106,500	104,440
8-Pg King	198,955	190,265	184,000	177,945	175,595	172,220	167,850	164,920	161,960	158,950	156,070	153,145	150,255

MENTAL HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News[®]



Internal Medicine News[®]



Clinical Psychiatry News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,715	26,525	25,425	24,320	23,895	23,405	22,785	22,275	21,860	21,430	20,990	20,540	20,155
3/4 Page	25,050	23,920	22,165	21,555	21,270	20,835	20,440	20,010	19,205	18,940	18,375	17,760	17,350
Island Page	18,605	17,700	16,570	16,020	15,775	15,375	14,975	14,710	14,415	14,140	13,865	13,580	13,335
1/2 page	18,240	17,415	16,290	15,760	15,480	15,090	14,695	14,315	14,040	13,790	13,605	13,310	13,045
1/4 Page	9,025	8,590	7,935	7,705	7,590	7,415	7,200	7,035	6,825	6,770	6,600	6,395	6,265

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,720
- 2. Matched Color: \$3,310
- 3. Metallic ink (In Addition to Color Rates): \$425
- 4. Four Color: \$6,650
- 5. Five Color: \$10,165

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 38,330	36,465	34,140	33,005	32,500	31,670	30,845	30,300	29,695	29,135	28,560	27,975	27,470
2-Pg King	57,100	54,635	52,375	50,100	49,220	48,215	46,935	45,885	45,030	44,145	43,235	42,315	41,520
4-Pg A-size	76,655	72,920	68,265	66,005	64,995	63,345	61,700	60,600	59,395	58,255	57,125	55,950	54,945
4-Pg King	114,185	109,285	104,750	100,195	98,445	96,430	93,875	91,770	90,060	88,295	86,480	84,620	83,045
6-Pg A-size	114,975	109,385	102,405	99,010	97,495	95,015	92,545	90,905	89,080	87,390	85,685	83,925	82,415
6-Pg King	171,285	163,920	157,125	150,295	147,675	144,645	140,810	137,655	135,090	132,440	129,715	126,940	124,555
8-Pg A-size	153,305	145,850	136,540	132,000	129,990	126,695	123,390	121,215	118,780	116,515	114,245	111,900	109,875
8-Pg King	228,370	218,570	209,505	200,400	196,895	192,860	187,750	183,545	180,130	176,580	172,960	169,255	166,075

PRIMARY CARE / RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News[®]



Internal Medicine News[®]



Rheumatology News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$25,440	24,135	23,255	22,445	22,105	21,605	21,040	20,650	20,275	19,890	19,505	19,135	18,750
3/4 Page	22,935	21,730	20,885	20,235	19,925	19,490	19,115	18,765	17,920	17,730	17,155	16,650	16,250
Island Page	17,490	16,580	15,975	15,420	15,200	14,860	14,465	14,205	13,935	13,675	13,425	13,145	12,895
1/2 page	17,230	16,380	15,765	15,225	14,985	14,650	14,260	13,915	13,655	13,380	13,185	12,945	12,650
1/4 Page	8,470	8,035	7,680	7,415	7,295	7,135	6,930	6,785	6,560	6,515	6,345	6,160	6,025

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,575
- 2. Matched Color: \$3,210
- 3. Metallic ink (In Addition to Color Rates): \$425
- 4. Four Color: \$6,575
- 5. Five Color: \$9,780

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 36,180	34,295	33,045	31,900	31,440	30,735	29,920	29,380	28,830	28,295	27,765	27,190	26,675
2-Pg King	52,605	49,895	48,085	46,415	45,705	44,670	43,505	42,695	41,920	41,125	40,325	39,570	38,770
4-Pg A-size	72,360	68,585	66,085	63,795	62,885	61,475	59,845	58,765	57,655	56,575	55,545	54,380	53,350
4-Pg King	105,200	99,805	96,165	92,815	91,405	89,345	87,010	85,395	83,845	82,260	80,665	79,130	77,545
6-Pg A-size	108,525	102,880	99,130	95,695	94,325	92,210	89,395	87,785	86,475	84,870	83,310	81,570	80,025
6-Pg King	157,805	149,700	144,250	139,230	137,120	134,015	130,510	128,090	125,765	123,380	120,990	118,700	116,305
8-Pg A-size	144,705	137,180	132,175	127,580	125,770	122,950	119,680	117,535	115,300	113,150	111,075	108,760	106,690
8-Pg King	210,400	199,605	192,330	185,640	182,825	178,685	174,015	170,790	167,695	164,505	161,325	158,270	155,080

PRIMARY CARE / CARDIOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News™



Cardiology News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,770	23,570	22,765	22,000	21,720	21,300	20,760	20,410	20,020	19,645	19,275	18,895	18,525
3/4 Page	22,305	21,210	20,455	19,815	19,560	19,200	18,850	18,495	17,675	17,460	16,915	16,405	16,030
Island Page	16,950	16,125	15,580	15,060	14,885	14,600	14,225	14,000	13,725	13,460	13,220	12,940	12,695
1/2 page	16,690	15,915	15,375	14,865	14,645	14,375	14,025	13,695	13,460	13,185	13,000	12,760	12,490
1/4 Page	8,220	7,840	7,505	7,260	7,155	7,005	6,830	6,670	6,480	6,425	6,240	6,065	5,950

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,150
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$6,340
- 5. Five Color: \$9,570

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 34,920	33,220	32,100	31,025	30,665	30,070	29,300	28,840	28,275	27,735	27,230	26,655	26,155
2-Pg King	51,030	48,550	46,895	45,325	44,740	43,880	42,765	42,045	41,240	40,465	39,700	38,925	38,165
4-Pg A-size	69,840	66,430	64,185	62,050	61,330	60,155	58,610	57,675	56,550	55,455	54,470	53,310	52,305
4-Pg King	102,050	97,110	93,790	90,635	89,480	87,755	85,530	84,090	82,480	80,940	79,415	77,845	76,325
6-Pg A-size	104,745	99,655	96,285	93,075	91,995	90,225	87,910	86,515	84,820	83,190	81,700	79,970	78,460
6-Pg King	153,080	145,660	140,690	135,960	134,235	131,635	128,295	126,130	123,720	121,405	119,115	116,770	114,480
8-Pg A-size	139,665	132,875	128,385	124,090	122,655	120,310	117,210	115,365	113,095	110,910	108,930	106,625	104,605
8-Pg King	204,105	194,220	187,585	181,280	178,975	175,515	171,060	168,175	164,970	161,875	158,830	155,700	152,645

PRIMARY CARE / NEUROLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News™



Clinical Neurology News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,175	23,120	22,230	21,450	21,155	20,725	20,150	19,800	19,375	19,035	18,640	18,275	17,925
3/4 Page	21,580	20,635	19,800	19,155	18,900	18,515	18,155	17,825	17,025	16,845	16,335	15,830	15,485
Island Page	16,225	15,510	14,915	14,390	14,200	13,795	13,445	13,235	12,995	12,760	12,510	12,260	12,030
1/2 page	15,940	15,275	14,680	14,160	13,950	13,645	13,290	12,970	12,725	12,470	12,295	12,055	11,815
1/4 Page	8,260	7,925	7,555	7,290	7,190	7,030	6,840	6,695	6,485	6,430	6,275	6,100	5,975

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,520
- 2. Matched Color: \$3,125
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$5,900
- 5. Five Color: \$9,495

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,425	31,955	30,730	29,645	29,255	28,415	27,695	27,265	26,770	26,290	25,765	25,255	24,785
2-Pg King	49,805	47,625	45,795	44,190	43,575	42,695	41,510	40,785	39,910	39,210	38,395	37,650	36,930
4-Pg A-size	66,850	63,900	61,445	59,290	58,505	56,840	55,395	54,525	53,545	52,570	51,545	50,510	49,565
4-Pg King	99,600	95,255	91,590	88,370	87,155	85,390	83,020	81,575	79,820	78,430	76,800	75,290	73,855
6-Pg A-size	100,265	95,850	92,175	88,935	87,760	85,250	83,090	81,790	80,305	78,860	77,310	75,765	74,350
6-Pg King	149,405	142,880	137,380	132,560	130,740	128,080	124,525	122,360	119,735	117,635	115,190	112,940	110,775
8-Pg A-size	133,690	127,805	122,905	118,570	117,015	113,675	110,785	109,060	107,080	105,140	103,080	101,020	99,125
8-Pg King	199,200	190,510	183,175	176,750	174,320	170,775	166,035	163,150	159,655	156,845	153,595	150,590	147,700

PRIMARY CARE & WOMEN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News™



Ob.Gyn. News™



Skin & Allergy News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$22,505	21,480	20,885	20,265	19,865	19,385	18,915	18,380	17,670	17,345	16,995	16,625	16,205
3/4 Page	20,555	19,445	18,440	17,845	17,715	17,505	17,025	16,525	15,495	15,280	14,865	14,485	14,245
Island Page	16,315	15,385	14,890	14,425	14,200	13,865	13,515	13,130	12,630	12,395	12,165	11,875	11,590
1/2 page	16,025	15,195	14,680	14,140	13,955	13,635	13,150	12,785	12,140	11,985	11,680	11,400	11,175
1/4 Page	8,140	7,665	7,250	6,945	6,895	6,800	6,580	6,410	6,100	5,995	5,860	5,690	5,620

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,170
- 2. Matched Color: \$3,800
- 3. Metallic ink (In Addition to Color Rates): \$465
- 4. Four Color: \$8,075
- 5. Five Color: \$12,180

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,615	31,690	30,675	29,715	29,250	28,560	27,840	27,050	26,015	25,535	25,060	24,465	23,875
2-Pg King	46,360	44,250	43,025	41,745	40,920	39,935	38,965	37,860	36,405	35,730	35,005	34,245	33,380
4-Pg A-size	67,215	63,390	61,350	59,435	58,510	57,125	55,675	54,100	52,040	51,070	50,120	48,925	47,750
4-Pg King	92,725	88,500	86,045	83,490	81,850	79,865	77,930	75,725	72,800	71,460	70,020	68,495	66,765
6-Pg A-size	100,830	95,080	92,020	89,145	87,755	85,685	83,525	81,145	78,055	76,600	75,175	73,390	71,630
6-Pg King	139,080	132,750	129,070	125,240	122,765	119,800	116,895	113,585	109,200	107,195	105,030	102,740	100,145
8-Pg A-size	134,435	126,775	122,690	118,865	117,010	114,245	111,365	108,195	104,070	102,135	100,240	97,850	95,500
8-Pg King	185,445	176,995	172,095	166,985	163,685	159,730	155,860	151,455	145,600	142,925	140,040	136,990	133,530

ER / PC POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$26,555	25,305	24,330	23,495	23,125	22,635	21,955	21,635	21,315	21,005	20,695	20,395	20,085
3/4 Page	23,680	22,545	21,630	20,945	20,560	20,120	19,775	19,475	18,765	18,615	18,185	17,725	17,415
Island Page	18,185	17,325	16,640	16,085	15,835	15,500	15,070	14,870	14,640	14,430	14,240	14,020	13,820
1/2 page	17,635	16,845	16,180	15,640	15,360	15,075	14,630	14,330	14,150	13,930	13,800	13,600	13,390
1/4 Page	9,220	8,800	8,385	8,115	8,025	7,895	7,735	7,605	7,445	7,415	7,285	7,135	7,035

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,130
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$6,345
- 5. Five Color: \$9,500

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 37,600	35,825	34,405	33,255	32,740	32,045	31,155	30,745	30,270	29,835	29,435	28,985	28,570
2-Pg King	54,915	52,325	50,310	48,585	47,815	46,805	45,395	44,730	44,070	43,425	42,785	42,170	41,525
4-Pg A-size	75,200	71,640	68,810	66,515	65,485	64,095	62,315	61,485	60,535	59,665	58,880	57,965	57,140
4-Pg King	109,815	104,650	100,615	97,160	95,630	93,605	90,795	89,470	88,145	86,865	85,580	84,335	83,055
6-Pg A-size	112,795	107,465	103,215	99,770	98,225	96,145	93,470	92,230	90,800	89,500	88,315	86,950	85,710
6-Pg King	164,730	156,970	150,925	145,745	143,450	140,410	136,190	134,200	132,215	130,290	128,365	126,505	124,575
8-Pg A-size	150,395	143,285	137,620	133,020	130,960	128,190	124,630	122,980	121,075	119,335	117,760	115,940	114,280
8-Pg King	219,635	209,295	201,235	194,325	191,265	187,215	181,590	178,940	176,295	173,725	171,160	168,675	166,105

GI / PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,965	23,860	23,035	22,230	21,935	21,505	20,940	20,490	20,120	19,770	19,460	19,160	18,850
3/4 Page	21,960	20,965	20,195	19,550	19,280	18,915	18,555	18,140	17,400	17,210	16,780	16,320	16,010
Island Page	16,420	15,690	15,130	14,610	14,420	14,140	13,745	13,470	13,215	12,980	12,790	12,570	12,370
1/2 page	15,760	15,090	14,555	14,035	13,810	13,540	13,185	12,820	12,620	12,380	12,250	12,050	11,840
1/4 Page	8,305	7,960	7,610	7,365	7,255	7,110	6,915	6,735	6,560	6,510	6,380	6,230	6,130

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,635
- 2. Matched Color: \$3,155
- 3. Metallic ink (In Addition to Color Rates): \$410
- 4. Four Color: \$6,515
- 5. Five Color: \$9,745

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,825	32,325	31,170	30,100	29,705	29,125	28,310	27,745	27,225	26,745	26,345	25,895	25,485
2-Pg King	51,435	49,145	47,450	45,795	45,185	44,300	43,135	42,210	41,445	40,725	40,085	39,475	38,835
4-Pg A-size	67,655	64,640	62,330	60,195	59,415	58,260	56,635	55,495	54,450	53,480	52,700	51,790	50,970
4-Pg King	102,855	98,305	94,905	91,585	90,370	88,600	86,275	84,415	82,890	81,455	80,175	78,935	77,665
6-Pg A-size	101,470	96,965	93,505	90,295	89,120	87,385	84,945	83,240	81,665	80,220	79,040	77,680	76,450
6-Pg King	154,290	147,450	142,355	137,380	135,560	132,905	129,410	126,625	124,335	122,180	120,260	118,410	116,490
8-Pg A-size	135,300	129,290	124,675	120,385	118,825	116,520	113,255	110,995	108,890	106,955	105,385	103,575	101,925
8-Pg King	205,710	196,610	189,810	183,175	180,745	177,205	172,545	168,835	165,790	162,905	160,355	157,885	155,325

PRIMARY CARE / PUD POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,075	23,010	22,190	21,370	21,095	20,545	20,045	19,690	19,370	19,060	18,750	18,450	18,140
3/4 Page	21,530	20,555	19,795	19,155	18,890	18,480	18,125	17,765	17,055	16,905	16,475	16,015	15,705
Island Page	16,140	15,380	14,820	14,320	14,130	13,765	13,385	13,140	12,910	12,700	12,510	12,290	12,090
1/2 page	15,730	15,035	14,495	13,980	13,755	13,425	13,060	12,730	12,550	12,330	12,200	12,000	11,790
1/4 Page	8,010	7,655	7,330	7,055	6,950	6,785	6,620	6,445	6,285	6,255	6,125	5,975	5,875

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,820
- 2. Matched Color: \$3,375
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$6,260
- 5. Five Color: \$9,465

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,250	31,685	30,535	29,500	29,110	28,350	27,570	27,065	26,595	26,165	25,765	25,315	24,905
2-Pg King	49,600	47,395	45,710	44,025	43,455	42,325	41,295	40,560	39,900	39,260	38,620	38,010	37,370
4-Pg A-size	66,500	63,360	61,055	59,000	58,220	56,715	55,150	54,135	53,195	52,325	51,545	50,635	49,815
4-Pg King	99,190	94,805	91,425	88,040	86,905	84,645	82,585	81,120	79,800	78,530	77,250	76,010	74,740
6-Pg A-size	99,740	95,050	91,590	88,500	87,325	85,065	82,720	81,200	79,780	78,490	77,310	75,950	74,720
6-Pg King	148,785	142,200	137,135	132,065	130,370	126,970	123,880	121,680	119,700	117,790	115,870	114,020	112,100
8-Pg A-size	132,990	126,735	122,120	117,995	116,435	113,430	110,290	108,280	106,380	104,650	103,080	101,270	99,620
8-Pg King	198,100	189,605	182,845	176,090	173,825	169,295	165,170	162,240	159,610	157,050	154,500	152,030	149,470

QUAD POWERBUY I

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$35,195	33,565	32,315	31,055	30,575	29,985	29,135	28,355	27,625	27,030	26,440	25,835	25,300
3/4 Page	31,865	30,305	28,385	27,675	27,360	26,860	26,315	25,620	24,290	23,935	23,275	22,415	21,890
Island Page	24,185	22,815	21,545	20,920	20,625	20,140	19,550	19,085	18,560	18,175	17,790	17,395	17,045
1/2 page	23,700	22,510	21,240	20,575	20,255	19,815	19,235	18,665	18,060	17,760	17,460	17,030	16,660
1/4 Page	11,765	11,140	10,425	10,100	9,975	9,790	9,460	9,220	8,840	8,765	8,550	8,255	8,085

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,965
- 2. Matched Color: \$4,700
- 3. Metallic ink (In Addition to Color Rates): \$580
- 4. Four Color: \$9,935
- 5. Five Color: \$14,915

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 49,825	47,000	44,390	43,100	42,490	41,485	40,270	39,315	38,235	37,445	36,645	35,835	35,115
2-Pg King	72,510	69,135	66,570	63,975	62,980	61,770	60,015	58,410	56,905	55,680	54,460	53,225	52,120
4-Pg A-size	99,645	93,995	88,760	86,195	84,975	82,975	80,550	78,625	76,470	74,880	73,295	71,670	70,230
4-Pg King	145,005	138,290	133,135	127,945	125,965	123,540	120,035	116,820	113,810	111,365	108,935	106,435	104,240
6-Pg A-size	149,460	140,995	133,150	129,290	127,470	124,465	120,820	117,945	114,695	112,325	109,940	107,500	105,345
6-Pg King	217,510	207,425	199,705	191,915	188,955	185,310	180,055	175,230	170,720	167,050	163,395	159,665	156,350
8-Pg A-size	199,285	188,000	177,535	172,375	169,955	165,960	161,090	157,265	152,935	149,765	146,585	143,335	140,445
8-Pg King	290,005	276,580	266,280	255,895	251,940	247,080	240,075	233,645	227,635	222,725	217,870	212,885	208,470

QUAD POWERBUY II

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,810	26,585	25,760	24,975	24,665	24,220	23,655	23,270	22,840	22,420	22,015	21,595	21,185
3/4 Page	25,085	23,965	23,195	22,535	22,245	21,860	21,485	21,095	20,235	19,990	19,405	18,855	18,445
Island Page	19,525	18,680	18,120	17,580	17,360	17,055	16,660	16,385	16,070	15,780	15,490	15,170	14,885
1/2 page	19,025	18,235	17,675	17,135	16,885	16,590	16,210	15,845	15,565	15,255	15,035	14,755	14,440
1/4 Page	10,425	10,015	9,660	9,385	9,270	9,095	8,895	8,705	8,470	8,390	8,170	7,955	7,805

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,235
- 2. Matched Color: \$4,050
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$8,360
- 5. Five Color: \$12,705

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 40,225	38,485	37,330	36,215	35,765	35,130	34,315	33,755	33,105	32,515	31,905	31,250	30,665
2-Pg King	57,290	54,760	53,070	51,450	50,810	49,895	48,730	47,935	47,045	46,185	45,345	44,490	43,640
4-Pg A-size	80,445	76,955	74,650	72,430	71,525	70,270	68,640	67,505	66,215	65,010	63,820	62,500	61,330
4-Pg King	114,575	109,535	106,130	102,895	101,615	99,785	97,455	95,875	94,100	92,370	90,705	88,965	87,285
6-Pg A-size	120,660	115,445	111,980	108,645	107,290	105,400	102,955	101,255	99,310	97,525	95,725	93,750	91,995
6-Pg King	171,870	164,290	159,200	154,345	152,435	149,685	146,190	143,805	141,145	138,555	136,050	133,460	130,920
8-Pg A-size	160,885	153,930	149,315	144,855	143,055	140,540	137,275	135,015	132,415	130,030	127,630	125,000	122,650
8-Pg King	229,155	219,060	212,260	205,795	203,240	199,575	194,920	191,740	188,205	184,740	181,405	177,950	174,565

QUAD POWERBUY III

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,435	29,155	28,015	26,875	26,430	25,895	25,210	24,695	24,185	23,735	23,230	22,735	22,315
3/4 Page	27,435	26,245	24,515	23,835	23,530	23,060	22,605	22,155	21,275	20,995	20,365	19,720	19,290
Island Page	20,440	19,485	18,365	17,775	17,505	16,975	16,570	16,305	16,005	15,715	15,395	15,080	14,815
1/2 page	19,980	19,100	17,980	17,415	17,125	16,690	16,270	15,880	15,555	15,275	15,050	14,725	14,440
1/4 Page	10,310	9,845	9,190	8,920	8,795	8,600	8,360	8,180	7,935	7,860	7,665	7,440	7,290

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,370
- 2. Matched Color: \$4,200
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$7,900
- 5. Five Color: \$12,700

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 42,110	40,145	37,835	36,620	36,060	34,965	34,135	33,590	32,970	32,375	31,710	31,065	30,520
2-Pg King	62,705	60,055	57,715	55,365	54,440	53,345	51,935	50,870	49,820	48,890	47,850	46,835	45,970
4-Pg A-size	84,215	80,275	75,660	73,240	72,125	69,935	68,270	67,175	65,945	64,745	63,430	62,125	61,040
4-Pg King	125,390	120,120	115,420	110,720	108,885	106,685	103,865	101,740	99,635	97,795	95,710	93,670	91,945
6-Pg A-size	126,315	120,420	113,495	109,855	108,180	104,905	102,405	100,760	98,905	97,125	95,140	93,195	91,565
6-Pg King	188,095	180,175	173,135	166,085	163,340	160,035	155,795	152,610	149,460	146,685	143,560	140,505	137,900
8-Pg A-size	168,425	160,560	151,335	146,460	144,245	139,880	136,530	134,355	131,880	129,495	126,850	124,260	122,075
8-Pg King	250,780	240,240	230,845	221,450	217,785	213,380	207,730	203,485	199,290	195,575	191,420	187,340	183,875

QUAD POWERBUY IV

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,320	29,070	28,220	27,290	26,920	26,380	25,770	25,245	24,835	24,410	24,045	23,665	23,285
3/4 Page	26,985	25,870	25,000	24,225	23,845	23,345	22,930	22,430	21,615	21,285	20,790	20,285	19,855
Island Page	20,370	19,535	18,905	18,235	17,975	17,610	17,130	16,820	16,540	16,225	15,990	15,740	15,490
1/2 page	19,625	18,840	18,240	17,520	17,260	16,915	16,485	16,060	15,820	15,545	15,335	15,105	14,830
1/4 Page	10,250	9,855	9,475	9,120	8,990	8,820	8,540	8,350	8,135	8,080	7,935	7,765	7,630

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,570
- 2. Matched Color: \$4,400
- 3. Metallic ink (In Addition to Color Rates): \$575
- 4. Four Color: \$9,190
- 5. Five Color: \$13,550

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 41,960	40,245	38,945	37,570	37,030	36,275	35,285	34,645	34,075	33,430	32,935	32,425	31,600
2-Pg King	62,465	59,880	58,130	56,220	55,455	54,345	53,085	52,005	51,160	50,285	49,530	48,755	47,500
4-Pg A-size	83,930	80,480	77,885	75,130	74,060	72,555	70,580	69,295	68,150	66,850	65,885	64,850	63,200
4-Pg King	124,920	119,770	116,265	112,430	110,910	108,685	106,175	104,005	102,315	100,570	99,065	97,495	95,005
6-Pg A-size	125,880	120,725	116,835	112,700	111,090	108,830	105,865	103,945	102,215	100,275	98,815	97,270	94,800
6-Pg King	187,385	179,650	174,400	168,650	166,365	163,035	159,260	156,010	153,475	150,855	148,595	146,250	142,505
8-Pg A-size	167,850	160,975	155,780	150,255	148,120	145,115	141,145	138,600	136,290	133,695	131,755	129,695	126,400
8-Pg King	249,835	239,540	232,535	224,870	221,820	217,375	212,345	208,015	204,640	201,140	198,135	195,005	190,005

GI / PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,965	23,860	23,035	22,230	21,935	21,505	20,940	20,490	20,120	19,770	19,460	19,160	18,850
3/4 Page	21,960	20,965	20,195	19,550	19,280	18,915	18,555	18,140	17,400	17,210	16,780	16,320	16,010
Island Page	16,420	15,690	15,130	14,610	14,420	14,140	13,745	13,470	13,215	12,980	12,790	12,570	12,370
1/2 page	15,760	15,090	14,555	14,035	13,810	13,540	13,185	12,820	12,620	12,380	12,250	12,050	11,840
1/4 Page	8,305	7,960	7,610	7,365	7,255	7,110	6,915	6,735	6,560	6,510	6,380	6,230	6,130

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,635
- 2. Matched Color: \$3,155
- 3. Metallic ink (In Addition to Color Rates): \$410
- 4. Four Color: \$6,515
- 5. Five Color: \$9,745

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,825	32,325	31,170	30,100	29,705	29,125	28,310	27,745	27,225	26,745	26,345	25,895	25,485
2-Pg King	51,435	49,145	47,450	45,795	45,185	44,300	43,135	42,210	41,445	40,725	40,085	39,475	38,835
4-Pg A-size	67,655	64,640	62,330	60,195	59,415	58,260	56,635	55,495	54,450	53,480	52,700	51,790	50,970
4-Pg King	102,855	98,305	94,905	91,585	90,370	88,600	86,275	84,415	82,890	81,455	80,175	78,935	77,665
6-Pg A-size	101,470	96,965	93,505	90,295	89,120	87,385	84,945	83,240	81,665	80,220	79,040	77,680	76,450
6-Pg King	154,290	147,450	142,355	137,380	135,560	132,905	129,410	126,625	124,335	122,180	120,260	118,410	116,490
8-Pg A-size	135,300	129,290	124,675	120,385	118,825	116,520	113,255	110,995	108,890	106,955	105,385	103,575	101,925
8-Pg King	205,710	196,610	189,810	183,175	180,745	177,205	172,545	168,835	165,790	162,905	160,355	157,885	155,325

QUAD POWERBUY IV

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,320	29,070	28,220	27,290	26,920	26,380	25,770	25,245	24,835	24,410	24,045	23,665	23,285
3/4 Page	26,985	25,870	25,000	24,225	23,845	23,345	22,930	22,430	21,615	21,285	20,790	20,285	19,855
Island Page	20,370	19,535	18,905	18,235	17,975	17,610	17,130	16,820	16,540	16,225	15,990	15,740	15,490
1/2 page	19,625	18,840	18,240	17,520	17,260	16,915	16,485	16,060	15,820	15,545	15,335	15,105	14,830
1/4 Page	10,250	9,855	9,475	9,120	8,990	8,820	8,540	8,350	8,135	8,080	7,935	7,765	7,630

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,570
- 2. Matched Color: \$4,400
- 3. Metallic ink (In Addition to Color Rates): \$575
- 4. Four Color: \$9,190
- 5. Five Color: \$13,550

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 41,960	40,245	38,945	37,570	37,030	36,275	35,285	34,645	34,075	33,430	32,935	32,425	31,600
2-Pg King	62,465	59,880	58,130	56,220	55,455	54,345	53,085	52,005	51,160	50,285	49,530	48,755	47,500
4-Pg A-size	83,930	80,480	77,885	75,130	74,060	72,555	70,580	69,295	68,150	66,850	65,885	64,850	63,200
4-Pg King	124,920	119,770	116,265	112,430	110,910	108,685	106,175	104,005	102,315	100,570	99,065	97,495	95,005
6-Pg A-size	125,880	120,725	116,835	112,700	111,090	108,830	105,865	103,945	102,215	100,275	98,815	97,270	94,800
6-Pg King	187,385	179,650	174,400	168,650	166,365	163,035	159,260	156,010	153,475	150,855	148,595	146,250	142,505
8-Pg A-size	167,850	160,975	155,780	150,255	148,120	145,115	141,145	138,600	136,290	133,695	131,755	129,695	126,400
8-Pg King	249,835	239,540	232,535	224,870	221,820	217,375	212,345	208,015	204,640	201,140	198,135	195,005	190,005

CARDIOLOGY / HOSPITALIST POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Hospitalist News



Cardiology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$8,020	7,695	7,500	7,320	7,150	7,020	6,865	6,730	6,525	6,360	6,160	5,995	5,825
3/4 Page	7,365	7,010	6,845	6,605	6,440	6,245	6,140	5,995	5,790	5,605	5,425	5,220	5,105
Island Page	6,035	5,780	5,695	5,545	5,405	5,205	5,120	4,950	4,785	4,605	4,465	4,315	4,220
1/2 page	5,545	5,320	5,090	5,000	4,950	4,885	4,800	4,680	4,415	4,290	4,150	4,025	3,925
1/4 Page	2,855	2,750	2,680	2,630	2,575	2,520	2,460	2,420	2,345	2,280	2,190	2,135	2,080

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,345
- 2. Matched Color: \$1,935
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$3,225
- 5. Five Color: \$5,350

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 12,435	11,905	11,735	11,425	11,135	10,720	10,550	10,200	9,855	9,485	9,200	8,890	8,690
2-Pg King	16,520	15,855	15,450	15,080	14,730	14,460	14,145	13,860	13,440	13,105	12,690	12,350	12,000
4-Pg A-size	24,865	23,810	23,460	22,845	22,270	21,445	21,095	20,395	19,715	18,975	18,395	17,780	17,385
4-Pg King	33,045	31,700	30,900	30,155	29,455	28,925	28,280	27,730	26,885	26,205	25,380	24,700	24,000
6-Pg A-size	37,300	35,720	35,195	34,270	33,400	32,165	31,645	30,590	29,570	28,460	27,595	26,670	26,080
6-Pg King	49,565	47,555	46,350	45,235	44,185	43,385	42,425	41,590	40,325	39,305	38,065	37,045	36,000
8-Pg A-size	49,730	47,630	46,925	45,690	44,535	42,885	42,190	40,785	39,430	37,945	36,795	35,555	34,775
8-Pg King	66,085	63,410	61,800	26,575	58,915	57,845	56,570	55,455	53,765	52,405	50,760	49,400	48,000

INTERNAL MEDICINE / HOSPITALIST POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Hospitalist News



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$15,890	15,125	14,225	13,715	13,455	13,165	12,765	12,275	11,520	10,885	10,210	9,700	9,295
3/4 Page	14,435	13,700	12,835	12,375	12,130	11,815	11,600	11,275	10,035	9,630	9,015	8,295	8,095
Island Page	11,565	10,990	10,390	10,015	9,775	9,495	9,220	8,875	8,160	7,780	7,315	6,905	6,635
1/2 page	11,095	10,605	9,800	9,500	9,405	9,220	8,960	8,640	7,825	7,475	7,000	6,490	6,315
1/4 Page	5,690	5,425	5,065	4,920	4,825	4,715	4,575	4,430	4,040	3,890	3,645	3,385	3,275

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,560
- 2. Matched Color: \$2,055
- 3. Metallic ink (In Addition to Color Rates): \$325
- 4. Four Color: \$3,820
- 5. Five Color: \$6,475

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 23,825	22,640	21,405	20,635	20,135	19,560	18,995	18,285	16,805	16,025	15,070	14,225	13,665
2-Pg King	32,730	31,160	29,305	28,255	27,715	27,120	26,295	25,285	23,730	22,425	21,030	19,980	19,150
4-Pg A-size	47,650	45,275	42,805	41,260	40,270	39,120	37,985	36,565	33,620	32,055	30,140	28,450	27,335
4-Pg King	65,470	62,315	58,605	56,505	55,435	54,240	52,590	50,575	47,465	44,850	42,065	39,965	38,295
6-Pg A-size	71,475	67,915	64,210	61,895	60,410	58,680	56,980	54,845	50,425	48,080	45,210	42,675	41,005
6-Pg King	98,200	93,475	87,915	84,760	83,150	81,360	78,885	75,855	71,195	67,270	63,095	59,945	57,445
8-Pg A-size	95,295	90,560	85,615	82,525	80,545	78,235	75,975	73,130	67,240	64,110	60,275	56,895	54,675
8-Pg King	130,935	124,630	117,215	113,015	110,870	108,480	105,185	101,145	94,925	89,690	84,130	79,930	76,590

THE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Internal Medicine News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$20,590	19,565	18,825	18,115	17,870	17,485	17,000	16,680	16,360	16,045	15,740	15,435	15,130
3/4 Page	18,400	17,480	16,770	16,200	15,970	15,640	15,350	15,050	14,340	14,185	13,760	13,295	12,985
Island Page	13,795	13,110	12,610	12,140	11,975	11,725	11,390	11,185	10,960	10,750	10,560	10,340	10,135
1/2 page	13,635	12,995	12,495	12,030	11,840	11,590	11,265	10,970	10,785	10,570	10,440	10,240	10,030
1/4 Page	6,645	6,330	6,020	5,795	5,705	5,575	5,415	5,285	5,125	5,100	4,965	4,820	4,715

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,785
- 2. Matched Color: \$2,120
- 3. Metallic ink (In Addition to Color Rates): \$265
- 4. Four Color: \$4,460
- 5. Five Color: \$6,620

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 28,420	27,005	25,975	25,010	24,670	24,155	23,465	23,040	22,580	22,145	21,755	21,300	20,880
2-Pg King	42,415	40,305	38,780	37,315	36,810	36,020	35,020	34,360	33,700	33,055	32,425	31,795	31,170
4-Pg A-size	56,835	54,015	51,955	50,015	49,335	48,305	46,925	46,080	45,155	44,290	43,505	42,600	41,755
4-Pg King	84,830	80,610	77,560	74,635	73,625	72,040	70,040	68,720	67,405	66,105	64,850	63,590	62,335
6-Pg A-size	85,255	81,020	77,930	75,025	74,005	72,460	70,390	69,125	67,735	66,435	65,260	63,900	62,635
6-Pg King	127,245	120,910	116,340	111,950	110,435	108,055	105,060	103,080	101,105	99,160	97,275	95,390	93,505
8-Pg A-size	113,670	108,025	103,905	100,035	98,675	96,615	93,855	92,165	90,310	88,580	87,015	85,200	83,510
8-Pg King	169,660	161,215	155,120	149,270	147,250	144,075	140,080	137,445	134,805	132,210	129,700	127,185	124,670

PRIMARY CARE / MENTAL HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Internal Medicine News™



Clinical Psychiatry News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$19,610	18,800	17,650	16,855	16,555	16,245	15,810	15,235	14,505	13,845	13,170	12,595	12,215
3/4 Page	18,030	17,240	15,425	15,085	14,925	14,660	14,380	14,005	12,760	12,360	11,660	10,935	10,675
Island Page	13,790	13,105	11,895	11,540	11,330	11,065	10,775	10,505	9,840	9,515	9,050	8,660	8,395
1/2 page	13,500	12,900	11,635	11,325	11,155	10,870	10,580	10,275	9,565	9,250	8,805	8,280	8,085
1/4 Page	6,930	6,595	5,920	5,785	5,705	5,585	5,430	5,260	4,865	4,720	4,465	4,180	4,075

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,940
- 2. Matched Color: \$2,400
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$4,770
- 5. Five Color: \$7,205

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 28,405	27,000	24,505	23,775	23,340	22,795	22,195	21,640	20,270	19,600	18,645	17,840	17,290
2-Pg King	40,385	38,730	36,360	34,720	34,100	33,465	32,565	31,385	29,880	28,520	27,130	25,945	25,165
4-Pg A-size	56,815	53,990	49,010	47,545	46,675	45,590	44,390	43,280	40,540	39,205	37,285	35,680	34,590
4-Pg King	80,775	77,455	72,720	69,445	68,210	66,930	65,140	62,770	59,765	57,045	54,260	51,895	50,325
6-Pg A-size	83,925	79,905	72,430	70,360	69,065	67,455	65,570	63,810	59,510	57,720	55,035	52,470	50,735
6-Pg King	121,160	116,185	109,080	104,165	102,310	100,395	97,705	94,150	89,640	85,565	81,390	77,840	75,490
8-Pg A-size	113,630	107,985	98,015	95,090	93,360	91,175	88,790	86,565	81,080	78,405	74,570	71,360	69,175
8-Pg King	161,545	154,910	145,435	138,890	136,415	133,860	130,275	125,535	119,520	114,080	108,520	103,785	100,650

INTERNAL MEDICINE / RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Internal Medicine News™



Rheumatology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$17,270	16,345	15,420	14,930	14,715	14,400	14,020	13,560	12,875	12,265	11,645	11,150	10,770
3/4 Page	15,850	14,995	14,110	13,725	13,540	13,275	13,020	12,730	11,440	11,115	10,405	9,795	9,545
Island Page	12,650	11,960	11,290	10,925	10,740	10,535	10,255	9,985	9,345	9,035	8,595	8,220	7,945
1/2 page	12,460	11,835	11,100	10,775	10,645	10,420	10,135	9,865	9,165	8,835	8,375	7,905	7,685
1/4 Page	6,360	6,025	5,660	5,490	5,405	5,295	5,155	5,005	4,590	4,460	4,205	3,945	3,830

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,795
- 2. Matched Color: \$2,300
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$4,695
- 5. Five Color: \$6,820

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 26,200	24,780	23,395	22,640	22,255	21,830	21,250	20,695	19,370	18,730	17,825	17,050	16,480
2-Pg King	35,775	33,860	31,950	30,935	30,485	29,835	29,045	28,100	26,680	25,425	24,140	23,120	22,335
4-Pg A-size	52,405	49,560	46,790	45,280	44,510	43,665	42,500	41,385	38,745	37,465	35,650	34,095	32,960
4-Pg King	71,550	67,720	63,895	61,870	60,975	59,665	58,095	56,195	53,370	50,850	48,290	46,245	44,670
6-Pg A-size	77,415	73,555	69,000	66,985	66,175	64,775	63,000	61,330	56,990	54,945	52,095	49,190	47,820
6-Pg King	107,325	101,575	95,845	92,800	91,460	89,500	87,140	84,290	80,050	76,275	72,430	69,365	67,005
8-Pg A-size	103,220	98,080	92,000	89,310	88,230	86,365	84,005	81,770	75,990	73,260	69,465	65,580	63,760
8-Pg King	143,105	135,430	127,790	123,735	121,950	119,330	116,190	112,385	106,735	101,695	96,570	92,485	89,340

INTERNAL MEDICINE / CARDIOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Internal Medicine News™



Cardiology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$14,940	14,210	13,445	13,050	12,910	12,700	12,385	12,010	11,375	10,840	10,295	9,845	9,510
3/4 Page	13,710	13,035	12,320	11,990	11,875	11,705	11,495	11,225	10,100	9,785	9,170	8,620	8,410
Island Page	10,900	10,360	9,810	9,520	9,390	9,260	9,030	8,815	8,235	7,960	7,570	7,230	6,990
1/2 page	10,730	10,240	9,645	9,385	9,285	9,140	8,920	8,695	8,090	7,790	7,390	6,965	6,790
1/4 Page	5,510	5,250	4,945	4,800	4,745	4,655	4,550	4,410	4,065	3,940	3,700	3,470	3,385

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,700
- 2. Matched Color: \$2,180
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$4,325
- 5. Five Color: \$6,420

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 22,445	21,340	20,210	19,610	19,345	19,080	18,600	18,160	16,965	16,400	15,595	14,890	14,400
2-Pg King	30,775	29,270	27,700	26,885	26,595	26,160	25,515	24,740	23,430	22,330	21,210	20,280	19,590
4-Pg A-size	44,885	42,680	40,415	39,220	38,690	38,150	37,200	36,320	33,930	32,795	31,185	29,790	28,800
4-Pg King	61,555	58,545	55,395	53,765	53,190	52,320	51,025	49,485	46,865	44,660	42,415	40,560	39,180
6-Pg A-size	67,330	64,025	60,625	58,830	58,030	57,230	55,805	54,475	50,895	49,190	46,780	44,680	43,200
6-Pg King	92,330	87,815	83,090	80,650	79,785	78,490	76,540	74,220	70,295	66,990	63,625	60,845	58,770
8-Pg A-size	89,775	85,365	80,835	78,440	77,375	76,300	74,410	72,635	67,855	65,590	62,375	59,575	57,600
8-Pg King	123,110	117,090	110,785	107,530	106,375	104,650	102,055	98,960	93,730	89,320	84,830	81,125	78,365

INTERNAL MEDICINE / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Internal Medicine News[®]



Clinical Endocrinology News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$15,940	15,270	14,470	14,055	13,900	13,670	13,335	12,910	12,235	11,645	11,065	10,585	10,235
3/4 Page	14,545	13,940	13,170	12,850	12,705	12,520	12,320	12,040	10,835	10,510	9,900	9,280	9,085
Island Page	11,930	11,435	10,850	10,550	10,385	10,240	9,990	9,735	9,085	8,795	8,360	7,990	7,720
1/2 page	11,570	11,135	10,495	10,205	10,090	9,925	9,680	9,410	8,745	8,420	7,985	7,510	7,320
1/4 Page	7,055	6,790	6,455	6,300	6,225	6,125	6,000	5,825	5,430	5,285	5,030	4,755	4,640

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,660
- 2. Matched Color: \$2,050
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$4,465
- 5. Five Color: \$7,150

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 24,575	23,555	22,350	21,735	21,390	21,095	20,580	20,055	18,715	18,115	17,220	16,460	15,900
2-Pg King	32,835	31,455	29,810	28,955	28,630	28,160	27,470	26,595	25,205	23,990	22,790	21,805	21,085
4-Pg A-size	49,155	47,110	44,700	43,465	42,785	42,190	41,155	40,105	37,430	36,235	34,445	32,920	31,810
4-Pg King	65,675	62,915	59,615	57,910	57,270	56,320	54,940	53,190	50,410	47,980	45,590	43,615	42,165
6-Pg A-size	73,730	70,665	67,055	65,200	64,180	63,285	61,735	60,160	56,145	54,350	51,665	49,380	47,710
6-Pg King	98,510	94,370	89,425	86,860	85,900	84,480	82,410	79,780	75,615	71,970	68,380	65,415	63,255
8-Pg A-size	98,305	94,225	89,405	86,935	85,575	84,375	82,320	80,220	74,860	72,470	68,885	65,835	63,615
8-Pg King	131,345	125,825	119,235	115,815	114,540	112,640	109,880	106,375	100,815	95,955	91,175	87,220	84,335

INTERNAL MEDICINE / HOSPITALIST POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Internal Medicine News[®]



Hospitalist News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$15,890	15,125	14,225	13,715	13,455	13,165	12,765	12,275	11,520	10,885	10,210	9,700	9,295
3/4 Page	14,435	13,700	12,835	12,375	12,130	11,815	11,600	11,275	10,035	9,630	9,015	8,295	8,095
Island Page	11,565	10,990	10,390	10,015	9,775	9,495	9,220	8,875	8,160	7,780	7,315	6,905	6,635
1/2 page	11,095	10,605	9,800	9,500	9,405	9,220	8,960	8,640	7,825	7,475	7,000	6,490	6,315
1/4 Page	5,690	5,425	5,065	4,920	4,825	4,715	4,575	4,430	4,040	3,890	3,645	3,385	3,275

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,560
- 2. Matched Color: \$2,055
- 3. Metallic ink (In Addition to Color Rates): \$325
- 4. Four Color: \$3,820
- 5. Five Color: \$6,475

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 23,825	22,640	21,405	20,635	20,135	19,560	18,995	18,285	16,805	16,025	15,070	14,225	13,665
2-Pg King	32,730	31,160	29,305	28,255	27,715	27,120	26,295	25,285	23,730	22,425	21,030	19,980	19,150
4-Pg A-size	47,650	45,275	42,805	41,260	40,270	39,120	37,985	36,565	33,620	32,055	30,140	28,450	27,335
4-Pg King	65,470	62,315	58,605	56,505	55,435	54,240	52,590	50,575	47,465	44,850	42,065	39,965	38,295
6-Pg A-size	71,475	67,915	64,210	61,895	60,410	58,680	56,980	54,845	50,425	48,080	45,210	42,675	41,005
6-Pg King	98,200	93,475	87,915	84,760	83,150	81,360	78,885	75,855	71,195	67,270	63,095	59,945	57,445
8-Pg A-size	95,295	90,560	85,615	82,525	80,545	78,235	75,975	73,130	67,240	64,110	60,275	56,895	54,675
8-Pg King	130,935	124,630	117,215	113,015	110,870	108,480	105,185	101,145	94,925	89,690	84,130	79,930	76,590

WOMEN'S HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Family Practice News™



Ob.Gyn. News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$28,070	26,610	25,720	24,855	24,550	24,070	23,350	22,760	22,125	21,650	21,190	20,735	20,275
3/4 Page	25,215	23,865	22,990	22,320	22,060	21,665	21,225	20,660	19,425	19,185	18,660	17,955	17,530
Island Page	19,380	18,225	17,585	17,040	16,830	16,495	15,965	15,565	15,105	14,785	14,485	14,155	13,850
1/2 page	19,100	18,095	17,450	16,845	16,615	16,315	15,810	15,320	14,810	14,540	14,295	13,960	13,645
1/4 Page	9,390	8,880	8,510	8,195	8,095	7,955	7,680	7,475	7,145	7,095	6,920	6,680	6,540

b. Color (In Addition to Black-and-White Rates):

1. Standard Color:	\$3,030	4. Four Color:	\$7,745
2. Matched Color:	\$3,510	5. Five Color:	\$11,370
3. Metallic ink (In Addition to Color Rates):	\$420		

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 39,925	37,545	36,230	35,105	34,670	33,975	32,885	32,065	31,120	30,460	29,835	29,160	28,535
2-Pg King	57,830	54,810	52,985	51,205	50,570	49,585	48,100	46,885	45,575	44,595	43,645	42,720	41,770
4-Pg A-size	79,850	75,085	72,445	70,210	69,340	67,960	65,780	64,125	62,235	60,915	59,680	58,320	57,065
4-Pg King	115,650	109,635	105,965	102,400	101,140	99,170	96,200	93,770	91,150	89,200	87,305	85,425	83,535
6-Pg A-size	119,765	112,630	108,675	105,310	104,015	101,940	98,665	96,190	93,345	91,375	89,515	87,475	85,600
6-Pg King	173,475	164,445	158,950	153,600	151,720	148,755	144,305	140,655	136,730	133,800	130,950	128,145	125,295
8-Pg A-size	159,690	150,180	144,905	140,405	138,685	135,925	131,550	128,260	124,465	121,830	119,350	116,635	114,120
8-Pg King	231,295	219,270	211,935	204,805	202,295	198,340	192,405	187,540	182,315	178,395	174,610	170,860	167,065

CHILDREN'S HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Family Practice News™



Pediatric News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$25,945	24,780	24,015	23,180	22,855	22,365	21,830	21,435	21,075	20,690	20,325	19,945	19,565
3/4 Page	23,425	22,385	21,575	20,875	20,535	20,070	19,725	19,340	18,555	18,265	17,770	17,265	16,835
Island Page	17,750	16,955	16,385	15,765	15,535	15,200	14,775	14,540	14,285	13,995	13,760	13,510	13,260
1/2 page	17,505	16,750	16,185	15,515	15,290	14,965	14,570	14,210	13,990	13,735	13,525	13,295	13,020
1/4 Page	8,595	8,225	7,885	7,555	7,445	7,290	7,045	6,905	6,705	6,670	6,525	6,355	6,220

b. Color (In Addition to Black-and-White Rates):

1. Standard Color:	\$2,720	4. Four Color:	\$7,135
2. Matched Color:	\$3,365	5. Five Color:	\$10,425
3. Metallic ink (In Addition to Color Rates):	\$430		

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 36,565	34,930	33,755	32,480	32,005	31,310	30,435	29,950	29,430	28,835	28,340	27,830	27,315
2-Pg King	53,450	51,045	49,470	47,755	47,080	46,075	44,970	44,155	43,415	42,620	41,865	41,090	40,305
4-Pg A-size	73,135	69,850	67,505	64,955	64,005	62,625	60,875	59,900	58,860	57,660	56,695	55,660	54,635
4-Pg King	106,895	102,095	98,940	95,495	94,160	92,145	89,940	88,310	86,825	85,245	83,740	82,170	80,610
6-Pg A-size	109,690	104,780	101,260	97,435	96,010	93,935	91,310	89,855	88,280	86,495	85,035	83,490	81,950
6-Pg King	160,345	153,140	148,415	143,250	141,245	138,220	134,910	132,465	130,240	127,865	125,605	123,260	120,910
8-Pg A-size	146,260	139,715	135,015	129,900	128,015	125,255	121,740	119,815	117,710	115,320	113,380	111,320	109,260
8-Pg King	213,785	204,190	197,885	191,005	188,325	184,290	179,880	176,620	173,660	170,485	167,480	164,350	161,215

PRIMARY CARE / ENDO POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Clinical Endocrinology News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,145	23,090	22,330	21,595	21,310	20,900	20,370	20,015	19,655	19,290	18,940	18,585	18,235
3/4 Page	21,660	20,705	19,975	19,375	19,110	18,755	18,430	18,095	17,330	17,140	16,660	16,150	15,800
Island Page	16,790	16,070	15,550	15,055	14,850	14,575	14,205	13,960	13,680	13,435	13,190	12,925	12,675
1/2 Page	16,365	15,695	15,180	14,665	14,445	14,170	13,815	13,470	13,240	12,980	12,810	12,560	12,300
1/4 Page	9,145	8,780	8,455	8,205	8,095	7,940	7,755	7,585	7,380	7,320	7,150	6,950	6,815

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,070
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$6,595
- 5. Five Color: \$9,930

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 34,590	33,110	32,035	31,015	30,590	30,020	29,260	28,755	28,185	27,680	27,170	26,625	26,110
2-Pg King	49,745	47,560	46,000	44,490	43,895	43,055	41,960	41,230	40,490	39,735	39,010	38,290	37,565
4-Pg A-size	69,180	66,205	64,065	62,030	61,185	60,050	58,530	57,510	56,365	55,350	54,345	53,250	52,225
4-Pg King	99,475	95,130	92,000	88,965	87,795	86,110	83,925	82,460	80,975	79,480	78,035	76,565	75,135
6-Pg A-size	103,760	99,315	96,100	93,045	91,775	90,070	87,785	86,270	84,540	83,035	81,515	79,875	78,335
6-Pg King	149,220	142,695	138,000	133,455	131,700	129,165	125,885	123,690	121,465	119,215	117,045	114,855	112,690
8-Pg A-size	138,350	132,420	128,135	124,050	122,370	120,105	117,045	115,035	112,725	110,705	108,680	106,500	104,440
8-Pg King	198,955	190,265	184,000	177,945	175,595	172,220	167,850	164,920	161,960	158,950	156,070	153,145	150,255

MENTAL HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Clinical Psychiatry News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,715	26,525	25,425	24,320	23,895	23,405	22,785	22,275	21,860	21,430	20,990	20,540	20,155
3/4 Page	25,050	23,920	22,165	21,555	21,270	20,835	20,440	20,010	19,205	18,940	18,375	17,760	17,350
Island Page	18,605	17,700	16,570	16,020	15,775	15,375	14,975	14,710	14,415	14,140	13,865	13,580	13,335
1/2 page	18,240	17,415	16,290	15,760	15,480	15,090	14,695	14,315	14,040	13,790	13,605	13,310	13,045
1/4 Page	9,025	8,590	7,935	7,705	7,590	7,415	7,200	7,035	6,825	6,770	6,600	6,395	6,265

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,720
- 2. Matched Color: \$3,310
- 3. Metallic ink (In Addition to Color Rates): \$425
- 4. Four Color: \$6,650
- 5. Five Color: \$10,165

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 38,330	36,465	34,140	33,005	32,500	31,670	30,845	30,300	29,695	29,135	28,560	27,975	27,470
2-Pg King	57,100	54,635	52,375	50,100	49,220	48,215	46,935	45,885	45,030	44,145	43,235	42,315	41,520
4-Pg A-size	76,655	72,920	68,265	66,005	64,995	63,345	61,700	60,600	59,395	58,255	57,125	55,950	54,945
4-Pg King	114,185	109,285	104,750	100,195	98,445	96,430	93,875	91,770	90,060	88,295	86,480	84,620	83,045
6-Pg A-size	114,975	109,385	102,405	99,010	97,495	95,015	92,545	90,905	89,080	87,390	85,685	83,925	82,415
6-Pg King	171,285	163,920	157,125	150,295	147,675	144,645	140,810	137,655	135,090	132,440	129,715	126,940	124,555
8-Pg A-size	153,305	145,850	136,540	132,000	129,990	126,695	123,390	121,215	118,780	116,515	114,245	111,900	109,875
8-Pg King	228,370	218,570	209,505	200,400	196,895	192,860	187,750	183,545	180,130	176,580	172,960	169,255	166,075

PRIMARY CARE / RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Family Practice News™



Rheumatology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$25,440	24,135	23,255	22,445	22,105	21,605	21,040	20,650	20,275	19,890	19,505	19,135	18,750
3/4 Page	22,935	21,730	20,885	20,235	19,925	19,490	19,115	18,765	17,920	17,730	17,155	16,650	16,250
Island Page	17,490	16,580	15,975	15,420	15,200	14,860	14,465	14,205	13,935	13,675	13,425	13,145	12,895
1/2 page	17,230	16,380	15,765	15,225	14,985	14,650	14,260	13,915	13,655	13,380	13,185	12,945	12,650
1/4 Page	8,470	8,035	7,680	7,415	7,295	7,135	6,930	6,785	6,560	6,515	6,345	6,160	6,025

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,575
- 2. Matched Color: \$3,210
- 3. Metallic ink (In Addition to Color Rates): \$425
- 4. Four Color: \$6,575
- 5. Five Color: \$9,780

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 36,180	34,295	33,045	31,900	31,440	30,735	29,920	29,380	28,830	28,295	27,765	27,190	26,675
2-Pg King	52,605	49,895	48,085	46,415	45,705	44,670	43,505	42,695	41,920	41,125	40,325	39,570	38,770
4-Pg A-size	72,360	68,585	66,085	63,795	62,885	61,475	59,845	58,765	57,655	56,575	55,545	54,380	53,350
4-Pg King	105,200	99,805	96,165	92,815	91,405	89,345	87,010	85,395	83,845	82,260	80,665	79,130	77,545
6-Pg A-size	108,525	102,880	99,130	95,695	94,325	92,210	89,395	87,785	86,475	84,870	83,310	81,570	80,025
6-Pg King	157,805	149,700	144,250	139,230	137,120	134,015	130,510	128,090	125,765	123,380	120,990	118,700	116,305
8-Pg A-size	144,705	137,180	132,175	127,580	125,770	122,950	119,680	117,535	115,300	113,150	111,075	108,760	106,690
8-Pg King	210,400	199,605	192,330	185,640	182,825	178,685	174,015	170,790	167,695	164,505	161,325	158,270	155,080

PRIMARY CARE / CARDIOLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Cardiology News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,770	23,570	22,765	22,000	21,720	21,300	20,760	20,410	20,020	19,645	19,275	18,895	18,525
3/4 Page	22,305	21,210	20,455	19,815	19,560	19,200	18,850	18,495	17,675	17,460	16,915	16,405	16,030
Island Page	16,950	16,125	15,580	15,060	14,885	14,600	14,225	14,000	13,725	13,460	13,220	12,940	12,695
1/2 page	16,690	15,915	15,375	14,865	14,645	14,375	14,025	13,695	13,460	13,185	13,000	12,760	12,490
1/4 Page	8,220	7,840	7,505	7,260	7,155	7,005	6,830	6,670	6,480	6,425	6,240	6,065	5,950

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,150
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$6,340
- 5. Five Color: \$9,570

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 34,920	33,220	32,100	31,025	30,665	30,070	29,300	28,840	28,275	27,735	27,230	26,655	26,155
2-Pg King	51,030	48,550	46,895	45,325	44,740	43,880	42,765	42,045	41,240	40,465	39,700	38,925	38,165
4-Pg A-size	69,840	66,430	64,185	62,050	61,330	60,155	58,610	57,675	56,550	55,455	54,470	53,310	52,305
4-Pg King	102,050	97,110	93,790	90,635	89,480	87,755	85,530	84,090	82,480	80,940	79,415	77,845	76,325
6-Pg A-size	104,745	99,655	96,285	93,075	91,995	90,225	87,910	86,515	84,820	83,190	81,700	79,970	78,460
6-Pg King	153,080	145,660	140,690	135,960	134,235	131,635	128,295	126,130	123,720	121,405	119,115	116,770	114,480
8-Pg A-size	139,665	132,875	128,385	124,090	122,655	120,310	117,210	115,365	113,095	110,910	108,930	106,625	104,605
8-Pg King	204,105	194,220	187,585	181,280	178,975	175,515	171,060	168,175	164,970	161,875	158,830	155,700	152,645

PRIMARY CARE / NEUROLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Clinical Neurology News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,175	23,120	22,230	21,450	21,155	20,725	20,150	19,800	19,375	19,035	18,640	18,275	17,925
3/4 Page	21,580	20,635	19,800	19,155	18,900	18,515	18,155	17,825	17,025	16,845	16,335	15,830	15,485
Island Page	16,225	15,510	14,915	14,390	14,200	13,795	13,445	13,235	12,995	12,760	12,510	12,260	12,030
1/2 page	15,940	15,275	14,680	14,160	13,950	13,645	13,290	12,970	12,725	12,470	12,295	12,055	11,815
1/4 page	8,260	7,925	7,555	7,290	7,190	7,030	6,840	6,695	6,485	6,430	6,275	6,100	5,975

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,520
- 2. Matched Color: \$3,125
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$5,900
- 5. Five Color: \$9,495

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,425	31,955	30,730	29,645	29,255	28,415	27,695	27,265	26,770	26,290	25,765	25,255	24,785
2-Pg King	49,805	47,625	45,795	44,190	43,575	42,695	41,510	40,785	39,910	39,210	38,395	37,650	36,930
4-Pg A-size	66,850	63,900	61,445	59,290	58,505	56,840	55,395	54,525	53,545	52,570	51,545	50,510	49,565
4-Pg King	99,600	95,255	91,590	88,370	87,155	85,390	83,020	81,575	79,820	78,430	76,800	75,290	73,855
6-Pg A-size	100,265	95,850	92,175	88,935	87,760	85,250	83,090	81,790	80,305	78,860	77,310	75,765	74,350
6-Pg King	149,405	142,880	137,380	132,560	130,740	128,080	124,525	122,360	119,735	117,635	115,190	112,940	110,775
8-Pg A-size	133,690	127,805	122,905	118,570	117,015	113,675	110,785	109,060	107,080	105,140	103,080	101,020	99,125
8-Pg King	199,200	190,510	183,175	176,750	174,320	170,775	166,035	163,150	159,655	156,845	153,595	150,590	147,700

PRIMARY CARE & CNS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News™



Clinical Neurology News™



Clinical Psychiatry News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$22,130	21,240	20,060	19,245	18,925	18,575	18,080	17,500	16,680	16,005	15,270	14,650	14,235
3/4 Page	20,230	19,395	17,625	17,220	17,040	16,745	16,410	16,020	14,700	14,285	13,525	12,775	12,495
Island Page	15,495	14,770	13,585	13,190	12,960	12,565	12,275	12,005	11,335	11,000	10,490	10,075	9,790
1/2 page	15,110	14,465	13,225	12,880	12,700	12,375	12,065	11,750	10,990	10,650	10,165	9,610	9,400
1/4 Page	8,155	7,785	7,125	6,950	6,860	6,720	6,540	6,360	5,925	5,765	5,490	5,185	5,060

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,590
- 2. Matched Color: \$3,290
- 3. Metallic ink (In Addition to Color Rates): \$460
- 4. Four Color: \$6,020
- 5. Five Color: \$9,740

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 31,920	30,430	27,985	27,175	26,695	25,885	25,290	24,735	23,345	22,655	21,610	20,755	20,165
2-Pg King	45,590	43,755	41,330	39,645	38,980	38,265	37,245	36,050	34,360	32,970	31,455	30,175	29,325
4-Pg A-size	63,840	60,850	55,970	54,345	53,395	51,765	50,570	49,460	46,700	45,320	43,220	41,505	40,335
4-Pg King	91,175	87,510	82,645	79,290	77,970	76,525	74,490	72,100	68,720	65,945	62,915	60,365	58,650
6-Pg A-size	95,760	91,280	83,955	81,515	80,090	77,655	75,860	74,190	70,045	67,980	64,830	62,265	60,505
6-Pg King	136,765	131,265	123,975	118,935	116,955	114,795	111,730	108,145	103,085	98,915	94,370	90,540	87,970
8-Pg A-size	127,680	121,705	111,945	108,685	106,790	103,535	101,145	98,920	93,400	90,645	86,435	83,020	80,675
8-Pg King	182,350	175,015	165,295	158,580	155,945	153,060	148,980	144,200	137,445	131,880	125,825	120,715	117,295

ER / PC POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$26,555	25,305	24,330	23,495	23,125	22,635	21,955	21,635	21,315	21,005	20,695	20,395	20,085
3/4 Page	23,680	22,545	21,630	20,945	20,560	20,120	19,775	19,475	18,765	18,615	18,185	17,725	17,415
Island Page	18,185	17,325	16,640	16,085	15,835	15,500	15,070	14,870	14,640	14,430	14,240	14,020	13,820
1/2 page	17,635	16,845	16,180	15,640	15,360	15,075	14,630	14,330	14,150	13,930	13,800	13,600	13,390
1/4 Page	9,220	8,800	8,385	8,115	8,025	7,895	7,735	7,605	7,445	7,415	7,285	7,135	7,035

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,530
- 2. Matched Color: \$3,130
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$6,345
- 5. Five Color: \$9,500

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 37,600	35,825	34,405	33,255	32,740	32,045	31,155	30,745	30,270	29,835	29,435	28,985	28,570
2-Pg King	54,915	52,325	50,310	48,585	47,815	46,805	45,395	44,730	44,070	43,425	42,785	42,170	41,525
4-Pg A-size	75,200	71,640	68,810	66,515	65,485	64,095	62,315	61,485	60,535	59,665	58,880	57,965	57,140
4-Pg King	109,815	104,650	100,615	97,160	95,630	93,605	90,795	89,470	88,145	86,865	85,580	84,335	83,055
6-Pg A-size	112,795	107,465	103,215	99,770	98,225	96,145	93,470	92,230	90,800	89,500	88,315	86,950	85,710
6-Pg King	164,730	156,970	150,925	145,745	143,450	140,410	136,190	134,200	132,215	130,290	128,365	126,505	124,575
8-Pg A-size	150,395	143,285	137,620	133,020	130,960	128,190	124,630	122,980	121,075	119,335	117,760	115,940	114,280
8-Pg King	219,635	209,295	201,235	194,325	191,265	187,215	181,590	178,940	176,295	173,725	171,160	168,675	166,105

GI / PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,965	23,860	23,035	22,230	21,935	21,505	20,940	20,490	20,120	19,770	19,460	19,160	18,850
3/4 Page	21,960	20,965	20,195	19,550	19,280	18,915	18,555	18,140	17,400	17,210	16,780	16,320	16,010
Island Page	16,420	15,690	15,130	14,610	14,420	14,140	13,745	13,470	13,215	12,980	12,790	12,570	12,370
1/2 page	15,760	15,090	14,555	14,035	13,810	13,540	13,185	12,820	12,620	12,380	12,250	12,050	11,840
1/4 Page	8,305	7,960	7,610	7,365	7,255	7,110	6,915	6,735	6,560	6,510	6,380	6,230	6,130

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,635
- 2. Matched Color: \$3,155
- 3. Metallic ink (In Addition to Color Rates): \$410
- 4. Four Color: \$6,515
- 5. Five Color: \$9,745

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,825	32,325	31,170	30,100	29,705	29,125	28,310	27,745	27,225	26,745	26,345	25,895	25,485
2-Pg King	51,435	49,145	47,450	45,795	45,185	44,300	43,135	42,210	41,445	40,725	40,085	39,475	38,835
4-Pg A-size	67,655	64,640	62,330	60,195	59,415	58,260	56,635	55,495	54,450	53,480	52,700	51,790	50,970
4-Pg King	102,855	98,305	94,905	91,585	90,370	88,600	86,275	84,415	82,890	81,455	80,175	78,935	77,665
6-Pg A-size	101,470	96,965	93,505	90,295	89,120	87,385	84,945	83,240	81,665	80,220	79,040	77,680	76,450
6-Pg King	154,290	147,450	142,355	137,380	135,560	132,905	129,410	126,625	124,335	122,180	120,260	118,410	116,490
8-Pg A-size	135,300	129,290	124,675	120,385	118,825	116,520	113,255	110,995	108,890	106,955	105,385	103,575	101,925
8-Pg King	205,710	196,610	189,810	183,175	180,745	177,205	172,545	168,835	165,790	162,905	160,355	157,885	155,325

PRIMARY CARE / PUD POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Internal Medicine News



CHEST Physician
THE NEWSPAPER OF THE AMERICAN COLLEGE OF CHEST PHYSICIANS



Family Practice News

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,075	23,010	22,190	21,370	21,095	20,545	20,045	19,690	19,370	19,060	18,750	18,450	18,140
3/4 Page	21,530	20,555	19,795	19,155	18,890	18,480	18,125	17,765	17,055	16,905	16,475	16,015	15,705
Island Page	16,140	15,380	14,820	14,320	14,130	13,765	13,385	13,140	12,910	12,700	12,510	12,290	12,090
1/2 page	15,730	15,035	14,495	13,980	13,755	13,425	13,060	12,730	12,550	12,330	12,200	12,000	11,790
1/4 Page	8,010	7,655	7,330	7,055	6,950	6,785	6,620	6,445	6,285	6,255	6,125	5,975	5,875

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,820
- 2. Matched Color: \$3,375
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$6,260
- 5. Five Color: \$9,465

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,250	31,685	30,535	29,500	29,110	28,350	27,570	27,065	26,595	26,165	25,765	25,315	24,905
2-Pg King	49,600	47,395	45,710	44,025	43,455	42,325	41,295	40,560	39,900	39,260	38,620	38,010	37,370
4-Pg A-size	66,500	63,360	61,055	59,000	58,220	56,715	55,150	54,135	53,195	52,325	51,545	50,635	49,815
4-Pg King	99,190	94,805	91,425	88,040	86,905	84,645	82,585	81,120	79,800	78,530	77,250	76,010	74,740
6-Pg A-size	99,740	95,050	91,590	88,500	87,325	85,065	82,720	81,200	79,780	78,490	77,310	75,950	74,720
6-Pg King	148,785	142,200	137,135	132,065	130,370	126,970	123,880	121,680	119,700	117,790	115,870	114,020	112,100
8-Pg A-size	132,990	126,735	122,120	117,995	116,435	113,430	110,290	108,280	106,380	104,650	103,080	101,270	99,620
8-Pg King	198,100	189,605	182,845	176,090	173,825	169,295	165,170	162,240	159,610	157,050	154,500	152,030	149,470

QUAD POWERBUY I

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Internal Medicine News



Clinical Psychiatry News



Family Practice News



Ob.Gyn. News

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$35,195	33,565	32,315	31,055	30,575	29,985	29,135	28,355	27,625	27,030	26,440	25,835	25,300
3/4 Page	31,865	30,305	28,385	27,675	27,360	26,860	26,315	25,620	24,290	23,935	23,275	22,415	21,890
Island Page	24,185	22,815	21,545	20,920	20,625	20,140	19,550	19,085	18,560	18,175	17,790	17,395	17,045
1/2 page	23,700	22,510	21,240	20,575	20,255	19,815	19,235	18,665	18,060	17,760	17,460	17,030	16,660
1/4 page	11,765	11,140	10,425	10,100	9,975	9,790	9,460	9,220	8,840	8,765	8,550	8,255	8,085

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,965
- 2. Matched Color: \$4,700
- 3. Metallic ink (In Addition to Color Rates): \$580
- 4. Four Color: \$9,935
- 5. Five Color: \$14,915

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 49,825	47,000	44,390	43,100	42,490	41,485	40,270	39,315	38,235	37,445	36,645	35,835	35,115
2-Pg King	72,510	69,135	66,570	63,975	62,980	61,770	60,015	58,410	56,905	55,680	54,460	53,225	52,120
4-Pg A-size	99,645	93,995	88,760	86,195	84,975	82,975	80,550	78,625	76,470	74,880	73,295	71,670	70,230
4-Pg King	145,005	138,290	133,135	127,945	125,965	123,540	120,035	116,820	113,810	111,365	108,935	106,435	104,240
6-Pg A-size	149,460	140,995	133,150	129,290	127,470	124,465	120,820	117,945	114,695	112,325	109,940	107,500	105,345
6-Pg King	217,510	207,425	199,705	191,915	188,955	185,310	180,055	175,230	170,720	167,050	163,395	159,665	156,350
8-Pg A-size	199,285	188,000	177,535	172,375	169,955	165,960	161,090	157,265	152,935	149,765	146,585	143,335	140,445
8-Pg King	290,005	276,580	266,280	255,895	251,940	247,080	240,075	233,645	227,635	222,725	217,870	212,885	208,470

QUAD POWERBUY II

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,810	26,585	25,760	24,975	24,665	24,220	23,655	23,270	22,840	22,420	22,015	21,595	21,185
3/4 Page	25,085	23,965	23,195	22,535	22,245	21,860	21,485	21,095	20,235	19,990	19,405	18,855	18,445
Island Page	19,525	18,680	18,120	17,580	17,360	17,055	16,660	16,385	16,070	15,780	15,490	15,170	14,885
1/2 page	19,025	18,235	17,675	17,135	16,885	16,590	16,210	15,845	15,565	15,255	15,035	14,755	14,440
1/4 Page	10,425	10,015	9,660	9,385	9,270	9,095	8,895	8,705	8,470	8,390	8,170	7,955	7,805

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,235
- 2. Matched Color: \$4,050
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$8,360
- 5. Five Color: \$12,705

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 40,225	38,485	37,330	36,215	35,765	35,130	34,315	33,755	33,105	32,515	31,905	31,250	30,665
2-Pg King	57,290	54,760	53,070	51,450	50,810	49,895	48,730	47,935	47,045	46,185	45,345	44,490	43,640
4-Pg A-size	80,445	76,955	74,650	72,430	71,525	70,270	68,640	67,505	66,215	65,010	63,820	62,500	61,330
4-Pg King	114,575	109,535	106,130	102,895	101,615	99,785	97,455	95,875	94,100	92,370	90,705	88,965	87,285
6-Pg A-size	120,660	115,445	111,980	108,645	107,290	105,400	102,955	101,255	99,310	97,525	95,725	93,750	91,995
6-Pg King	171,870	164,290	159,200	154,345	152,435	149,685	146,190	143,805	141,145	138,555	136,050	133,460	130,920
8-Pg A-size	160,885	153,930	149,315	144,855	143,055	140,540	137,275	135,015	132,415	130,030	127,630	125,000	122,650
8-Pg King	229,155	219,060	212,260	205,795	203,240	199,575	194,920	191,740	188,205	184,740	181,405	177,950	174,565

QUAD POWERBUY III

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,435	29,155	28,015	26,875	26,430	25,895	25,210	24,695	24,185	23,735	23,230	22,735	22,315
3/4 Page	27,435	26,245	24,515	23,835	23,530	23,060	22,605	22,155	21,275	20,995	20,365	19,720	19,290
Island Page	20,440	19,485	18,365	17,775	17,505	16,975	16,570	16,305	16,005	15,715	15,395	15,080	14,815
1/2 page	19,980	19,100	17,980	17,415	17,125	16,690	16,270	15,880	15,555	15,275	15,050	14,725	14,440
1/4 Page	10,310	9,845	9,190	8,920	8,795	8,600	8,360	8,180	7,935	7,860	7,665	7,440	7,290

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,370
- 2. Matched Color: \$4,200
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$7,900
- 5. Five Color: \$12,700

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 42,110	40,145	37,835	36,620	36,060	34,965	34,135	33,590	32,970	32,375	31,710	31,065	30,520
2-Pg King	62,705	60,055	57,715	55,365	54,440	53,345	51,935	50,870	49,820	48,890	47,850	46,835	45,970
4-Pg A-size	84,215	80,275	75,660	73,240	72,125	69,935	68,270	67,175	65,945	64,745	63,430	62,125	61,040
4-Pg King	125,390	120,120	115,420	110,720	108,885	106,685	103,865	101,740	99,635	97,795	95,710	93,670	91,945
6-Pg A-size	126,315	120,420	113,495	109,855	108,180	104,905	102,405	100,760	98,905	97,125	95,140	93,195	91,565
6-Pg King	188,095	180,175	173,135	166,085	163,340	160,035	155,795	152,610	149,460	146,685	143,560	140,505	137,900
8-Pg A-size	168,425	160,560	151,335	146,460	144,245	139,880	136,530	134,355	131,880	129,495	126,850	124,260	122,075
8-Pg King	250,780	240,240	230,845	221,450	217,785	213,380	207,730	203,485	199,290	195,575	191,420	187,340	183,875

QUAD POWERBUY IV

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Internal Medicine News™



Family Practice News™



GI & HEPATOLOGY NEWS
THE OFFICIAL NEWSPAPER OF THE AGA INSTITUTE



Pediatric News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,320	29,070	28,220	27,290	26,920	26,380	25,770	25,245	24,835	24,410	24,045	23,665	23,285
3/4 Page	26,985	25,870	25,000	24,225	23,845	23,345	22,930	22,430	21,615	21,285	20,790	20,285	19,855
Island Page	20,370	19,535	18,905	18,235	17,975	17,610	17,130	16,820	16,540	16,225	15,990	15,740	15,490
1/2 page	19,625	18,840	18,240	17,520	17,260	16,915	16,485	16,060	15,820	15,545	15,335	15,105	14,830
1/4 Page	10,250	9,855	9,475	9,120	8,990	8,820	8,540	8,350	8,135	8,080	7,935	7,765	7,630

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,570
- 2. Matched Color: \$4,400
- 3. Metallic ink (In Addition to Color Rates): \$575
- 4. Four Color: \$9,190
- 5. Five Color: \$13,550

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 41,960	40,245	38,945	37,570	37,030	36,275	35,285	34,645	34,075	33,430	32,935	32,425	31,600
2-Pg King	62,465	59,880	58,130	56,220	55,455	54,345	53,085	52,005	51,160	50,285	49,530	48,755	47,500
4-Pg A-size	83,930	80,480	77,885	75,130	74,060	72,555	70,580	69,295	68,150	66,850	65,885	64,850	63,200
4-Pg King	124,920	119,770	116,265	112,430	110,910	108,685	106,175	104,005	102,315	100,570	99,065	97,495	95,005
6-Pg A-size	125,880	120,725	116,835	112,700	111,090	108,830	105,865	103,945	102,215	100,275	98,815	97,270	94,800
6-Pg King	187,385	179,650	174,400	168,650	166,365	163,035	159,260	156,010	153,475	150,855	148,595	146,250	142,505
8-Pg A-size	167,850	160,975	155,780	150,255	148,120	145,115	141,145	138,600	136,290	133,695	131,755	129,695	126,400
8-Pg King	249,835	239,540	232,535	224,870	221,820	217,375	212,345	208,015	204,640	201,140	198,135	195,005	190,005

CNS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Clinical Neurology News™



Clinical Psychiatry News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$9,850	9,585	9,185	8,755	8,560	8,405	8,210	8,015	7,825	7,685	7,490	7,295	7,185
3/4 Page	9,040	8,765	7,745	7,635	7,560	7,420	7,255	7,105	6,935	6,805	6,605	6,420	6,300
Island Page	6,640	6,375	5,755	5,635	5,525	5,245	5,180	5,115	5,045	4,965	4,835	4,740	4,675
1/2 page	6,340	6,100	5,480	5,385	5,285	5,100	5,000	4,910	4,765	4,705	4,610	4,485	4,410
1/4 Page	3,660	3,515	3,170	3,120	3,085	3,020	2,940	2,890	2,805	2,760	2,695	2,620	2,570

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,585
- 2. Matched Color: \$2,080
- 3. Metallic ink (In Addition to Color Rates): \$300
- 4. Four Color: \$3,440
- 5. Five Color: \$6,080

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 13,680	13,135	11,855	11,610	11,380	10,805	10,675	10,540	10,390	10,225	9,960	9,765	9,630
2-Pg King	20,285	19,745	18,925	18,035	17,630	17,315	16,915	16,510	16,120	15,830	15,430	15,025	14,800
4-Pg A-size	27,355	26,265	23,710	23,220	22,765	21,605	21,340	21,075	20,785	20,455	19,920	19,525	19,260
4-Pg King	40,560	39,490	37,840	36,070	35,265	34,625	33,825	33,020	32,235	31,665	30,860	30,060	29,605
6-Pg A-size	41,035	39,400	35,565	34,825	34,140	32,415	32,015	31,610	31,175	30,685	29,880	29,295	28,895
6-Pg King	60,845	59,235	56,765	54,105	52,900	51,945	50,735	49,530	48,360	47,495	46,290	45,085	44,400
8-Pg A-size	54,715	52,530	47,425	46,430	45,525	43,220	42,680	42,145	41,570	40,915	39,840	39,060	38,525
8-Pg King	81,120	78,980	75,685	72,140	70,535	69,260	67,650	66,045	64,480	63,325	61,720	60,110	59,205

PRIMARY CARE / NEUROLOGY POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Clinical Neurology News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,175	23,120	22,230	21,450	21,155	20,725	20,150	19,800	19,375	19,035	18,640	18,275	17,925
3/4 Page	21,580	20,635	19,800	19,155	18,900	18,515	18,155	17,825	17,025	16,845	16,335	15,830	15,485
Island Page	16,225	15,510	14,915	14,390	14,200	13,795	13,445	13,235	12,995	12,760	12,510	12,260	12,030
1/2 page	15,940	15,275	14,680	14,160	13,950	13,645	13,290	12,970	12,725	12,470	12,295	12,055	11,815
1/4 Page	8,260	7,925	7,555	7,290	7,190	7,030	6,840	6,695	6,485	6,430	6,275	6,100	5,975

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,520
- 2. Matched Color: \$3,125
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$5,900
- 5. Five Color: \$9,495

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,425	31,955	30,730	29,645	29,255	28,415	27,695	27,265	26,770	26,290	25,765	25,255	24,785
2-Pg King	49,805	47,625	45,795	44,190	43,575	42,695	41,510	40,785	39,910	39,210	38,395	37,650	36,930
4-Pg A-size	66,850	63,900	61,445	59,290	58,505	56,840	55,395	54,525	53,545	52,570	51,545	50,510	49,565
4-Pg King	99,600	95,255	91,590	88,370	87,155	85,390	83,020	81,575	79,820	78,430	76,800	75,290	73,855
6-Pg A-size	100,265	95,850	92,175	88,935	87,760	85,250	83,090	81,790	80,305	78,860	77,310	75,765	74,350
6-Pg King	149,405	142,880	137,380	132,560	130,740	128,080	124,525	122,360	119,735	117,635	115,190	112,940	110,775
8-Pg A-size	133,690	127,805	122,905	118,570	117,015	113,675	110,785	109,060	107,080	105,140	103,080	101,020	99,125
8-Pg King	199,200	190,510	183,175	176,750	174,320	170,775	166,035	163,150	159,655	156,845	153,595	150,590	147,700

PRIMARY CARE & CNS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Clinical Neurology News™



Clinical Psychiatry News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$22,130	21,240	20,060	19,245	18,925	18,575	18,080	17,500	16,680	16,005	15,270	14,650	14,235
3/4 Page	20,230	19,395	17,625	17,220	17,040	16,745	16,410	16,020	14,700	14,285	13,525	12,775	12,495
Island Page	15,495	14,770	13,585	13,190	12,960	12,565	12,275	12,005	11,335	11,000	10,490	10,075	9,790
1/2 page	15,110	14,465	13,225	12,880	12,700	12,375	12,065	11,750	10,990	10,650	10,165	9,610	9,400
1/4 Page	8,155	7,785	7,125	6,950	6,860	6,720	6,540	6,360	5,925	5,765	5,490	5,185	5,060

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,590
- 2. Matched Color: \$3,290
- 3. Metallic ink (In Addition to Color Rates): \$460
- 4. Four Color: \$6,020
- 5. Five Color: \$9,740

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 31,920	30,430	27,985	27,175	26,695	25,885	25,290	24,735	23,345	22,655	21,610	20,755	20,165
2-Pg King	45,590	43,755	41,330	39,645	38,980	38,265	37,245	36,050	34,360	32,970	31,455	30,175	29,325
4-Pg A-size	63,840	60,850	55,970	54,345	53,395	51,765	50,570	49,460	46,700	45,320	43,220	41,505	40,335
4-Pg King	91,175	87,510	82,645	79,290	77,970	76,525	74,490	72,100	68,720	65,945	62,915	60,365	58,650
6-Pg A-size	95,760	91,280	83,955	81,515	80,090	77,655	75,860	74,190	70,045	67,980	64,830	62,265	60,505
6-Pg King	136,765	131,265	123,975	118,935	116,955	114,795	111,730	108,145	103,085	98,915	94,370	90,540	87,970
8-Pg A-size	127,680	121,705	111,945	108,685	106,790	103,535	101,145	98,920	93,400	90,645	86,435	83,020	80,675
8-Pg King	182,350	175,015	165,295	158,580	155,945	153,060	148,980	144,200	137,445	131,880	125,825	120,715	117,295

QUAD POWERBUY III

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Clinical Neurology News™



Clinical Psychiatry News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,435	29,155	28,015	26,875	26,430	25,895	25,210	24,695	24,185	23,735	23,230	22,735	22,315
3/4 Page	27,435	26,245	24,515	23,835	23,530	23,060	22,605	22,155	21,275	20,995	20,365	19,720	19,290
Island Page	20,440	19,485	18,365	17,775	17,505	16,975	16,570	16,305	16,005	15,715	15,395	15,080	14,815
1/2 page	19,980	19,100	17,980	17,415	17,125	16,690	16,270	15,880	15,555	15,275	15,050	14,725	14,440
1/4 Page	10,310	9,845	9,190	8,920	8,795	8,600	8,360	8,180	7,935	7,860	7,665	7,440	7,290

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,370
- 2. Matched Color: \$4,200
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$7,900
- 5. Five Color: \$12,700

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 42,110	40,145	37,835	36,620	36,060	34,965	34,135	33,590	32,970	32,375	31,710	31,065	30,520
2-Pg King	62,705	60,055	57,715	55,365	54,440	53,345	51,935	50,870	49,820	48,890	47,850	46,835	45,970
4-Pg A-size	84,215	80,275	75,660	73,240	72,125	69,935	68,270	67,175	65,945	64,745	63,430	62,125	61,040
4-Pg King	125,390	120,120	115,420	110,720	108,885	106,685	103,865	101,740	99,635	97,795	95,710	93,670	91,945
6-Pg A-size	126,315	120,420	113,495	109,855	108,180	104,905	102,405	100,760	98,905	97,125	95,140	93,195	91,565
6-Pg King	188,095	180,175	173,135	166,085	163,340	160,035	155,795	152,610	149,460	146,685	143,560	140,505	137,900
8-Pg A-size	168,425	160,560	151,335	146,460	144,245	139,880	136,530	134,355	131,880	129,495	126,850	124,260	122,075
8-Pg King	250,780	240,240	230,845	221,450	217,785	213,380	207,730	203,485	199,290	195,575	191,420	187,340	183,875

WOMEN'S HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Ob.Gyn. News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$20,985	20,000	19,410	18,805	18,450	18,005	17,545	17,040	16,325	16,025	15,715	15,360	14,940
3/4 Page	19,120	18,085	17,100	16,495	16,360	16,155	15,730	15,210	14,295	14,085	13,730	13,360	13,165
Island Page	15,050	14,195	13,710	13,250	13,060	12,765	12,415	12,045	11,535	11,315	11,115	10,840	10,575
1/2 page	14,840	14,090	13,630	13,095	12,930	12,645	12,190	11,835	11,185	11,040	10,720	10,490	10,305
1/4 Page	7,535	7,105	6,705	6,405	6,365	6,295	6,090	5,915	5,605	5,515	5,385	5,225	5,160

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,285
- 2. Matched Color: \$2,620
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$5,815
- 5. Five Color: \$8,670

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 31,005	29,240	28,240	27,295	26,905	26,295	25,575	24,815	23,760	23,310	22,895	22,330	21,785
2-Pg King	43,230	41,200	39,985	38,740	38,005	37,090	36,140	35,105	33,630	33,010	32,370	31,640	30,775
4-Pg A-size	62,010	58,485	56,485	54,590	53,810	52,590	51,150	49,625	47,525	46,615	45,795	44,660	43,565
4-Pg King	86,455	82,400	79,970	77,475	76,015	74,180	72,285	70,205	67,260	66,025	64,745	63,285	61,555
6-Pg A-size	93,010	87,725	84,730	81,885	80,710	78,885	76,725	74,440	71,285	69,925	68,690	66,990	65,355
6-Pg King	129,685	123,600	119,955	116,215	114,020	111,270	108,430	105,310	100,890	99,035	97,115	94,925	92,330
8-Pg A-size	124,010	116,965	112,970	109,180	107,615	105,185	102,300	99,250	95,045	93,235	91,590	89,320	87,140
8-Pg King	172,920	164,800	159,940	154,955	152,025	148,360	144,570	140,410	134,515	132,045	129,495	126,565	123,105

WOMEN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Ob.Gyn. News™



Skin & Allergy News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$10,745	10,190	9,990	9,760	9,635	9,470	9,185	8,840	8,470	8,250	8,035	7,840	7,640
3/4 Page	9,835	9,250	8,990	8,855	8,815	8,730	8,490	8,200	7,470	7,365	7,175	6,895	6,720
Island Page	8,105	7,495	7,300	7,180	7,090	6,940	6,720	6,475	6,200	6,050	5,905	5,755	5,605
1/2 page	7,890	7,380	7,140	6,955	6,880	6,780	6,525	6,295	5,910	5,835	5,710	5,500	5,345
1/4 Page	3,965	3,695	3,595	3,475	3,450	3,405	3,265	3,170	2,975	2,935	2,875	2,760	2,705

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,000
- 2. Matched Color: \$2,425
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$5,225
- 5. Five Color: \$7,775

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 16,700	15,440	15,035	14,790	14,605	14,300	13,840	13,340	12,770	12,465	12,160	11,855	11,550
2-Pg King	22,135	20,995	20,580	20,105	19,845	19,510	18,920	18,210	17,450	16,995	16,550	16,150	15,735
4-Pg A-size	33,395	30,880	30,080	29,585	29,215	28,590	27,685	26,680	25,545	24,925	24,330	23,710	23,090
4-Pg King	44,270	41,985	41,160	40,210	39,700	39,015	37,840	36,420	34,895	33,990	33,105	32,305	31,480
6-Pg A-size	50,090	46,320	45,115	44,370	43,815	42,890	41,530	40,015	38,315	37,390	36,490	35,565	34,640
6-Pg King	66,400	62,975	61,740	60,315	59,545	58,525	56,765	54,630	52,345	50,985	49,655	48,450	47,215
8-Pg A-size	66,785	61,760	60,150	59,160	58,420	57,185	55,375	53,355	51,085	49,855	48,660	47,420	46,185
8-Pg King	88,540	83,965	82,320	80,425	79,390	78,030	75,685	72,845	69,790	67,980	66,210	64,600	62,950

WOMEN'S HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Ob.Gyn. News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$28,070	26,610	25,720	24,855	24,550	24,070	23,350	22,760	22,125	21,650	21,190	20,735	20,275
3/4 Page	25,215	23,865	22,990	22,320	22,060	21,665	21,225	20,660	19,425	19,185	18,660	17,955	17,530
Island Page	19,380	18,225	17,585	17,040	16,830	16,495	15,965	15,565	15,105	14,785	14,485	14,155	13,850
1/2 page	19,100	18,095	17,450	16,845	16,615	16,315	15,810	15,320	14,810	14,540	14,295	13,960	13,645
1/4 Page	9,390	8,880	8,510	8,195	8,095	7,955	7,680	7,475	7,145	7,095	6,920	6,680	6,540

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,030
- 2. Matched Color: \$3,510
- 3. Metallic ink (In Addition to Color Rates): \$420
- 4. Four Color: \$7,745
- 5. Five Color: \$11,370

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 39,925	37,545	36,230	35,105	34,670	33,975	32,885	32,065	31,120	30,460	29,835	29,160	28,535
2-Pg King	57,830	54,810	52,985	51,205	50,570	49,585	48,100	46,885	45,575	44,595	43,645	42,720	41,770
4-Pg A-size	79,850	75,085	72,445	70,210	69,340	67,960	65,780	64,125	62,235	60,915	59,680	58,320	57,065
4-Pg King	115,650	109,635	105,965	102,400	101,140	99,170	96,200	93,770	91,150	89,200	87,305	85,425	83,535
6-Pg A-size	119,765	112,630	108,675	105,310	104,015	101,940	98,665	96,190	93,345	91,375	89,515	87,475	85,600
6-Pg King	173,475	164,445	158,950	153,600	151,720	148,755	144,305	140,655	136,730	133,800	130,950	128,145	125,295
8-Pg A-size	159,690	150,180	144,905	140,405	138,685	135,925	131,550	128,260	124,465	121,830	119,350	116,635	114,120
8-Pg King	231,295	219,270	211,935	204,805	202,295	198,340	192,405	187,540	182,315	178,395	174,610	170,860	167,065

PRIMARY CARE & WOMEN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Ob.Gyn. News™



Family Practice News™



Skin & Allergy News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$22,505	21,480	20,885	20,265	19,865	19,385	18,915	18,380	17,670	17,345	16,995	16,625	16,205
3/4 Page	20,555	19,445	18,440	17,845	17,715	17,505	17,025	16,525	15,495	15,280	14,865	14,485	14,245
Island Page	16,315	15,385	14,890	14,425	14,200	13,865	13,515	13,130	12,630	12,395	12,165	11,875	11,590
1/2 page	16,025	15,195	14,680	14,140	13,955	13,635	13,150	12,785	12,140	11,985	11,680	11,400	11,175
1/4 Page	8,140	7,665	7,250	6,945	6,895	6,800	6,580	6,410	6,100	5,995	5,860	5,690	5,620

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,170
- 2. Matched Color: \$3,800
- 3. Metallic ink (In Addition to Color Rates): \$465
- 4. Four Color: \$8,075
- 5. Five Color: \$12,180

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,615	31,690	30,675	29,715	29,250	28,560	27,840	27,050	26,015	25,535	25,060	24,465	23,875
2-Pg King	46,360	44,250	43,025	41,745	40,920	39,935	38,965	37,860	36,405	35,730	35,005	34,245	33,380
4-Pg A-size	67,215	63,390	61,350	59,435	58,510	57,125	55,675	54,100	52,040	51,070	50,120	48,925	47,750
4-Pg King	92,725	88,500	86,045	83,490	81,850	79,865	77,930	75,725	72,800	71,460	70,020	68,495	66,765
6-Pg A-size	100,830	95,080	92,020	89,145	87,755	85,685	83,525	81,145	78,055	76,600	75,175	73,390	71,630
6-Pg King	139,080	132,750	129,070	125,240	122,765	119,800	116,895	113,585	109,200	107,195	105,030	102,740	100,145
8-Pg A-size	134,435	126,775	122,690	118,865	117,010	114,245	111,365	108,195	104,070	102,135	100,240	97,850	95,500
8-Pg King	185,445	176,995	172,095	166,985	163,685	159,730	155,860	151,455	145,600	142,925	140,040	136,990	133,530

QUAD POWERBUY I

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Ob.Gyn. News™



Clinical Psychiatry News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$35,195	33,565	32,315	31,055	30,575	29,985	29,135	28,355	27,625	27,030	26,440	25,835	25,300
3/4 Page	31,865	30,305	28,385	27,675	27,360	26,860	26,315	25,620	24,290	23,935	23,275	22,415	21,890
Island Page	24,185	22,815	21,545	20,920	20,625	20,140	19,550	19,085	18,560	18,175	17,790	17,395	17,045
1/2 page	23,700	22,510	21,240	20,575	20,255	19,815	19,235	18,665	18,060	17,760	17,460	17,030	16,660
1/4 Page	11,765	11,140	10,425	10,100	9,975	9,790	9,460	9,220	8,840	8,765	8,550	8,255	8,085

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,965
- 2. Matched Color: \$4,700
- 3. Metallic ink (In Addition to Color Rates): \$580
- 4. Four Color: \$9,935
- 5. Five Color: \$14,915

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 49,825	47,000	44,390	43,100	42,490	41,485	40,270	39,315	38,235	37,445	36,645	35,835	35,115
2-Pg King	72,510	69,135	66,570	63,975	62,980	61,770	60,015	58,410	56,905	55,680	54,460	53,225	52,120
4-Pg A-size	99,645	93,995	88,760	86,195	84,975	82,975	80,550	78,625	76,470	74,880	73,295	71,670	70,230
4-Pg King	145,005	138,290	133,135	127,945	125,965	123,540	120,035	116,820	113,810	111,365	108,935	106,435	104,240
6-Pg A-size	149,460	140,995	133,150	129,290	127,470	124,465	120,820	117,945	114,695	112,325	109,940	107,500	105,345
6-Pg King	217,510	207,425	199,705	191,915	188,955	185,310	180,055	175,230	170,720	167,050	163,395	159,665	156,350
8-Pg A-size	199,285	188,000	177,535	172,375	169,955	165,960	161,090	157,265	152,935	149,765	146,585	143,335	140,445
8-Pg King	290,005	276,580	266,280	255,895	251,940	247,080	240,075	233,645	227,635	222,725	217,870	212,885	208,470

CHILDREN'S HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Pediatric News™



Family Practice News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$18,515	17,840	17,375	16,815	16,440	15,990	15,725	15,420	14,990	14,790	14,580	14,305	13,975
3/4 Page	17,015	16,300	15,385	14,760	14,545	14,275	13,950	13,625	13,175	12,920	12,600	12,435	12,240
Island Page	13,165	12,680	12,270	11,750	11,535	11,245	11,010	10,810	10,515	10,335	10,195	10,005	9,805
1/2 page	12,990	12,505	12,130	11,545	11,385	11,075	10,740	10,520	10,170	10,045	9,760	9,645	9,495
1/4 Page	6,615	6,335	5,965	5,650	5,605	5,525	5,345	5,245	5,070	4,995	4,890	4,810	4,750

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,055
- 2. Matched Color: \$2,555
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$5,385
- 5. Five Color: \$8,010

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 27,120	26,120	25,275	24,205	23,765	23,165	22,685	22,270	21,660	21,290	21,000	20,610	20,195
2-Pg King	38,145	36,750	35,795	34,640	33,865	32,940	32,390	31,770	30,880	30,465	30,035	29,470	28,790
4-Pg A-size	54,240	52,245	50,550	48,410	47,525	46,330	45,360	44,535	43,325	42,580	42,005	41,220	40,395
4-Pg King	76,280	73,500	71,585	69,275	67,730	65,880	64,790	63,530	61,760	60,935	60,070	58,935	57,580
6-Pg A-size	81,360	78,365	75,830	72,615	71,290	69,495	68,045	66,805	64,980	63,870	63,005	61,830	60,595
6-Pg King	114,425	110,255	107,380	103,915	101,600	98,820	97,180	95,300	92,640	91,405	90,105	88,405	86,365
8-Pg A-size	108,480	104,485	101,105	96,820	95,050	92,660	90,720	89,070	86,640	85,160	84,010	82,440	80,795
8-Pg King	152,565	147,000	143,170	138,555	135,465	131,760	129,575	127,060	123,515	121,870	120,140	117,870	115,155

CHILDREN'S SKIN CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Pediatric News™



Skin & Allergy News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$8,115	7,875	7,805	7,620	7,480	7,310	7,225	7,080	7,000	6,880	6,775	6,660	6,550
3/4 Page	7,580	7,320	7,135	6,985	6,865	6,720	6,580	6,490	6,235	6,080	5,935	5,860	5,690
Island Page	6,095	5,865	5,745	5,570	5,455	5,315	5,210	5,135	5,075	4,970	4,890	4,820	4,740
1/2 page	5,920	5,685	5,535	5,300	5,230	5,110	4,980	4,885	4,805	4,750	4,655	4,570	4,450
1/4 Page	2,985	2,865	2,800	2,670	2,635	2,585	2,470	2,450	2,390	2,365	2,335	2,300	2,250

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,600
- 2. Matched Color: \$2,160
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$4,370
- 5. Five Color: \$6,470

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 12,555	12,085	11,835	11,470	11,240	10,950	10,735	10,580	10,455	10,240	10,070	9,930	9,760
2-Pg King	16,720	16,225	16,080	15,695	15,410	15,060	14,880	14,585	14,420	14,170	13,960	13,720	13,495
4-Pg A-size	25,110	24,165	23,670	22,950	22,475	21,900	21,465	21,155	20,910	20,475	20,150	19,860	19,530
4-Pg King	33,435	32,445	32,155	31,395	30,815	30,120	29,770	29,170	28,840	28,345	27,915	27,440	26,990
6-Pg A-size	37,665	36,250	35,505	34,420	33,715	32,850	32,200	31,735	31,360	30,715	30,220	29,785	29,290
6-Pg King	50,155	48,670	48,235	47,090	46,230	45,175	44,650	43,755	43,260	42,520	41,870	41,160	40,475
8-Pg A-size	50,225	48,330	47,340	45,895	44,950	43,795	42,930	42,310	41,815	40,955	40,295	39,715	39,060
8-Pg King	66,865	64,890	64,310	62,785	61,635	60,235	59,535	58,340	57,680	56,695	55,825	54,875	53,970

CHILDREN'S MENTAL HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$12,145	11,840	11,460	10,955	10,715	10,500	10,330	10,070	9,935	9,750	9,570	9,350	9,205
3/4 Page	11,360	11,035	9,925	9,760	9,595	9,365	9,205	9,000	8,835	8,585	8,390	8,195	7,985
Island Page	8,520	8,205	7,520	7,305	7,150	6,920	6,785	6,685	6,595	6,460	6,335	6,235	6,150
1/2 page	8,240	7,950	7,270	7,020	6,895	6,690	6,545	6,410	6,280	6,210	6,080	5,965	5,840
1/4 Page	4,200	4,045	3,680	3,560	3,515	3,450	3,315	3,265	3,185	3,150	3,095	3,025	2,965

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,770
- 2. Matched Color: \$2,305
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,610
- 5. Five Color: \$6,960

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 17,550	16,905	15,490	15,045	14,730	14,260	13,980	13,770	13,585	13,310	13,050	12,845	12,665
2-Pg King	25,020	24,390	23,610	22,565	22,070	21,630	21,280	20,745	20,465	20,085	19,715	19,265	18,965
4-Pg A-size	35,100	33,805	30,980	30,100	29,460	28,510	27,955	27,540	27,175	26,615	26,100	25,690	25,340
4-Pg King	50,035	48,780	47,215	45,135	44,145	43,260	42,560	41,490	40,930	40,170	39,430	38,520	37,925
6-Pg A-size	52,650	50,710	46,475	45,145	44,190	42,770	41,935	41,310	40,755	39,925	39,150	38,530	38,005
6-Pg King	75,060	73,175	70,825	67,700	66,220	64,890	63,840	62,235	61,400	60,255	59,145	57,785	56,885
8-Pg A-size	70,205	67,610	61,965	60,190	58,915	57,020	55,910	55,080	54,340	53,230	52,205	51,375	50,675
8-Pg King	100,075	97,560	94,430	90,265	88,295	86,520	85,120	82,975	81,865	80,340	78,855	77,040	75,850

ACEP & PEDIATRIC NEWS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$11,630	11,245	10,975	10,715	10,515	10,285	10,045	9,970	9,925	9,850	9,790	9,710	9,640
3/4 Page	10,590	10,235	9,925	9,675	9,400	9,155	9,040	8,955	8,870	8,730	8,665	8,615	8,490
Island Page	8,560	8,270	8,010	7,775	7,610	7,435	7,255	7,220	7,195	7,115	7,065	7,035	6,985
1/2 page	8,075	7,795	7,565	7,285	7,160	7,045	6,845	6,785	6,740	6,705	6,625	6,595	6,525
1/4 Page	4,635	4,485	4,340	4,175	4,155	4,135	4,040	4,035	3,995	3,985	3,970	3,950	3,915

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,680
- 2. Matched Color: \$2,255
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$4,560
- 5. Five Color: \$6,685

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 17,635	17,035	16,505	16,020	15,675	15,315	14,945	14,870	14,820	14,655	14,550	14,490	14,385
2-Pg King	23,960	23,165	22,610	22,070	21,660	21,185	20,695	20,540	20,445	20,290	20,165	20,005	19,860
4-Pg A-size	35,265	34,075	33,000	32,030	31,355	30,635	29,890	29,750	29,645	29,315	29,110	28,985	28,780
4-Pg King	47,915	46,330	45,220	44,145	43,320	42,375	41,385	41,075	40,890	40,580	40,335	40,005	39,715
6-Pg A-size	52,900	51,110	49,505	48,050	47,030	45,945	44,835	44,620	44,465	43,970	43,660	43,475	43,165
6-Pg King	71,875	69,495	67,825	66,220	64,980	63,560	62,080	61,615	61,335	60,875	60,500	60,010	59,575
8-Pg A-size	70,535	68,145	66,000	64,065	62,705	61,265	59,780	59,490	59,285	58,625	58,215	57,965	57,555
8-Pg King	95,830	92,660	90,435	88,290	86,645	84,745	82,770	82,150	81,780	81,165	80,670	80,010	79,435

CHILDREN'S HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Pediatric News™



Family Practice News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$25,945	24,780	24,015	23,180	22,855	22,365	21,830	21,435	21,075	20,690	20,325	19,945	19,565
3/4 Page	23,425	22,385	21,575	20,875	20,535	20,070	19,725	19,340	18,555	18,265	17,770	17,265	16,835
Island Page	17,750	16,955	16,385	15,765	15,535	15,200	14,775	14,540	14,285	13,995	13,760	13,510	13,260
1/2 page	17,505	16,750	16,185	15,515	15,290	14,965	14,570	14,210	13,990	13,735	13,525	13,295	13,020
1/4 Page	8,595	8,225	7,885	7,555	7,445	7,290	7,045	6,905	6,705	6,670	6,525	6,355	6,220

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,720
- 2. Matched Color: \$3,365
- 3. Metallic ink (In Addition to Color Rates): \$430
- 4. Four Color: \$7,135
- 5. Five Color: \$10,425

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 36,565	34,930	33,755	32,480	32,005	31,310	30,435	29,950	29,430	28,835	28,340	27,830	27,315
2-Pg King	53,450	51,045	49,470	47,755	47,080	46,075	44,970	44,155	43,415	42,620	41,865	41,090	40,305
4-Pg A-size	73,135	69,850	67,505	64,955	64,005	62,625	60,875	59,900	58,860	57,660	56,695	55,660	54,635
4-Pg King	106,895	102,095	98,940	95,495	94,160	92,145	89,940	88,310	86,825	85,245	83,740	82,170	80,610
6-Pg A-size	109,690	104,780	101,260	97,435	96,010	93,935	91,310	89,855	88,280	86,495	85,035	83,490	81,950
6-Pg King	160,345	153,140	148,415	143,250	141,245	138,220	134,910	132,465	130,240	127,865	125,605	123,260	120,910
8-Pg A-size	146,260	139,715	135,015	129,900	128,015	125,255	121,740	119,815	117,710	115,320	113,380	111,320	109,260
8-Pg King	213,785	204,190	197,885	191,005	188,325	184,290	179,880	176,620	173,660	170,485	167,480	164,350	161,215

QUAD POWERBUY IV

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



Pediatric News™



Family Practice News™



GI & HEPATOLOGY NEWS
THE OFFICIAL NEWSPAPER OF THE A.G.A. INSTITUTE



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,320	29,070	28,220	27,290	26,920	26,380	25,770	25,245	24,835	24,410	24,045	23,665	23,285
3/4 Page	26,985	25,870	25,000	24,225	23,845	23,345	22,930	22,430	21,615	21,285	20,790	20,285	19,855
Island Page	20,370	19,535	18,905	18,235	17,975	17,610	17,130	16,820	16,540	16,225	15,990	15,740	15,490
1/2 page	19,625	18,840	18,240	17,520	17,260	16,915	16,485	16,060	15,820	15,545	15,335	15,105	14,830
1/4 Page	10,250	9,855	9,475	9,120	8,990	8,820	8,540	8,350	8,135	8,080	7,935	7,765	7,630

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,570
- 2. Matched Color: \$4,400
- 3. Metallic ink (In Addition to Color Rates): \$575
- 4. Four Color: \$9,190
- 5. Five Color: \$13,550

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 41,960	40,245	38,945	37,570	37,030	36,275	35,285	34,645	34,075	33,430	32,935	32,425	31,600
2-Pg King	62,465	59,880	58,130	56,220	55,455	54,345	53,085	52,005	51,160	50,285	49,530	48,755	47,500
4-Pg A-size	83,930	80,480	77,885	75,130	74,060	72,555	70,580	69,295	68,150	66,850	65,885	64,850	63,200
4-Pg King	124,920	119,770	116,265	112,430	110,910	108,685	106,175	104,005	102,315	100,570	99,065	97,495	95,005
6-Pg A-size	125,880	120,725	116,835	112,700	111,090	108,830	105,865	103,945	102,215	100,275	98,815	97,270	94,800
6-Pg King	187,385	179,650	174,400	168,650	166,365	163,035	159,260	156,010	153,475	150,855	148,595	146,250	142,505
8-Pg A-size	167,850	160,975	155,780	150,255	148,120	145,115	141,145	138,600	136,290	133,695	131,755	129,695	126,400
8-Pg King	249,835	239,540	232,535	224,870	221,820	217,375	212,345	208,015	204,640	201,140	198,135	195,005	190,005

ACEP & CLINICAL PSYCHIATRY NEWS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$13,450	13,035	12,425	11,885	11,585	11,355	11,025	10,835	10,735	10,610	10,475	10,325	10,250
3/4 Page	12,255	11,810	10,535	10,375	10,155	9,940	9,770	9,635	9,540	9,425	9,285	9,125	9,025
Island Page	9,440	9,035	8,200	8,035	7,850	7,615	7,460	7,395	7,330	7,260	7,175	7,105	7,060
1/2 page	8,830	8,480	7,670	7,535	7,355	7,170	6,970	6,890	6,795	6,760	6,705	6,610	6,550
1/4 Page	5,075	4,860	4,390	4,330	4,305	4,260	4,205	4,165	4,120	4,090	4,045	3,990	3,960

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,680
- 2. Matched Color: \$2,200
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,075
- 5. Five Color: \$6,425

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 19,445	18,615	16,895	16,555	16,170	15,685	15,365	15,230	15,100	14,955	14,780	14,635	14,540
2-Pg King	27,710	26,855	25,595	24,480	23,865	23,390	22,710	22,320	22,115	21,855	21,580	21,270	21,115
4-Pg A-size	38,890	37,225	33,785	33,105	32,340	31,375	30,735	30,470	30,200	29,915	29,560	29,275	29,090
4-Pg King	55,415	53,700	51,195	48,965	47,730	46,785	45,425	44,640	44,230	43,715	43,155	42,540	42,230
6-Pg A-size	58,340	55,840	50,675	49,655	48,510	47,060	46,100	45,700	45,300	44,865	44,340	43,910	43,630
6-Pg King	83,125	80,555	76,785	73,450	71,595	70,175	68,135	66,960	66,340	65,570	64,735	63,810	63,345
8-Pg A-size	77,785	74,450	67,565	66,205	64,685	62,750	61,470	60,935	60,395	59,820	59,120	58,545	58,170
8-Pg King	110,825	107,410	102,380	97,935	95,460	93,565	90,845	89,280	88,455	87,425	86,315	85,080	84,460

MENTAL HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$20,240	19,540	18,745	17,920	17,455	17,000	16,655	16,240	15,755	15,510	15,230	14,885	14,550
3/4 Page	18,595	17,795	15,960	15,420	15,260	15,020	14,645	14,275	13,810	13,575	13,190	12,920	12,745
Island Page	13,995	13,405	12,450	11,995	11,765	11,415	11,205	10,975	10,640	10,475	10,300	10,070	9,875
1/2 page	13,710	13,155	12,230	11,775	11,570	11,195	10,855	10,620	10,220	10,095	9,840	9,660	9,525
1/4 Page	7,035	6,690	6,015	5,800	5,740	5,645	5,500	5,370	5,185	5,095	4,965	4,845	4,795

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,055
- 2. Matched Color: \$2,500
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,925
- 5. Five Color: \$7,760

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 28,830	27,615	25,645	24,710	24,235	23,515	23,085	22,610	21,915	21,580	21,220	20,745	20,340
2-Pg King	41,695	40,250	38,615	36,915	35,955	35,020	34,310	33,455	32,455	31,950	31,370	30,665	29,975
4-Pg A-size	57,660	55,230	51,290	49,420	48,475	47,030	46,165	45,215	43,840	43,155	42,435	41,490	40,685
4-Pg King	83,385	80,500	77,230	73,830	71,915	70,040	68,620	66,910	64,910	63,905	62,750	61,325	59,945
6-Pg A-size	86,490	82,845	76,945	74,130	72,710	70,545	69,250	67,825	65,755	64,735	63,655	62,230	61,030
6-Pg King	125,085	120,760	115,845	110,745	107,870	105,060	102,930	100,365	97,370	95,850	94,120	91,990	89,920
8-Pg A-size	115,315	110,455	102,590	98,840	96,945	94,060	92,330	90,430	87,670	86,310	84,875	82,975	81,370
8-Pg King	166,780	161,010	154,460	147,660	143,830	140,080	137,235	133,815	129,820	127,800	125,495	122,650	119,895

PRIMARY CARE MENTAL HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Clinical Psychiatry News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$19,610	18,800	17,650	16,855	16,555	16,245	15,810	15,235	14,505	13,845	13,170	12,595	12,215
3/4 Page	18,030	17,240	15,425	15,085	14,925	14,660	14,380	14,005	12,760	12,360	11,660	10,935	10,675
Island Page	13,790	13,105	11,895	11,540	11,330	11,065	10,775	10,505	9,840	9,515	9,050	8,660	8,395
1/2 page	13,500	12,900	11,635	11,325	11,155	10,870	10,580	10,275	9,565	9,250	8,805	8,280	8,085
1/4 Page	6,930	6,595	5,920	5,785	5,705	5,585	5,430	5,260	4,865	4,720	4,465	4,180	4,075

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,940
- 2. Matched Color: \$2,400
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$4,770
- 5. Five Color: \$7,205

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 28,405	27,000	24,505	23,775	23,340	22,795	22,195	21,640	20,270	19,600	18,645	17,840	17,290
2-Pg King	40,385	38,730	36,360	34,720	34,100	33,465	32,565	31,385	29,880	28,520	27,130	25,945	25,165
4-Pg A-size	56,815	53,990	49,010	47,545	46,675	45,590	44,390	43,280	40,540	39,205	37,285	35,680	34,590
4-Pg King	80,775	77,455	72,720	69,445	68,210	66,930	65,140	62,770	59,765	57,045	54,260	51,895	50,325
6-Pg A-size	83,925	79,905	72,430	70,360	69,065	67,455	65,570	63,810	59,510	57,720	55,035	52,470	50,735
6-Pg King	121,160	116,185	109,080	104,165	102,310	100,395	97,705	94,150	89,640	85,565	81,390	77,840	75,490
8-Pg A-size	113,630	107,985	98,015	95,090	93,360	91,175	88,790	86,565	81,080	78,405	74,570	71,360	69,175
8-Pg King	161,545	154,910	145,435	138,890	136,415	133,860	130,275	125,535	119,520	114,080	108,520	103,785	100,650

CNS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Clinical Psychiatry News™



Clinical Neurology News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$9,850	9,585	9,185	8,755	8,560	8,405	8,210	8,015	7,825	7,685	7,490	7,295	7,185
3/4 Page	9,040	8,765	7,745	7,635	7,560	7,420	7,255	7,105	6,935	6,805	6,605	6,420	6,300
Island Page	6,640	6,375	5,755	5,635	5,525	5,245	5,180	5,115	5,045	4,965	4,835	4,740	4,675
1/2 page	6,340	6,100	5,480	5,385	5,285	5,100	5,000	4,910	4,765	4,705	4,610	4,485	4,410
1/4 Page	3,660	3,515	3,170	3,120	3,085	3,020	2,940	2,890	2,805	2,760	2,695	2,620	2,570

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,585
- 2. Matched Color: \$2,080
- 3. Metallic ink (In Addition to Color Rates): \$300
- 4. Four Color: \$3,440
- 5. Five Color: \$6,080

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 13,680	13,135	11,855	11,610	11,380	10,805	10,675	10,540	10,390	10,225	9,960	9,765	9,630
2-Pg King	20,285	19,745	18,925	18,035	17,630	17,315	16,915	16,510	16,120	15,830	15,430	15,025	14,800
4-Pg A-size	27,355	26,265	23,710	23,220	22,765	21,605	21,340	21,075	20,785	20,455	19,920	19,525	19,260
4-Pg King	40,560	39,490	37,840	36,070	35,265	34,625	33,825	33,020	32,235	31,665	30,860	30,060	29,605
6-Pg A-size	41,035	39,400	35,565	34,825	34,140	32,415	32,015	31,610	31,175	30,685	29,880	29,295	28,895
6-Pg King	60,845	59,235	56,765	54,105	52,900	51,945	50,735	49,530	48,360	47,495	46,290	45,085	44,400
8-Pg A-size	54,715	52,530	47,425	46,430	45,525	43,220	42,680	42,145	41,570	40,915	39,840	39,060	38,525
8-Pg King	81,120	78,980	75,685	72,140	70,535	69,260	67,650	66,045	64,480	63,325	61,720	60,110	59,205

CHILDREN'S MENTAL HEALTH POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$12,145	11,840	11,460	10,955	10,715	10,500	10,330	10,070	9,935	9,750	9,570	9,350	9,205
3/4 Page	11,360	11,035	9,925	9,760	9,595	9,365	9,205	9,000	8,835	8,585	8,390	8,195	7,985
Island Page	8,520	8,205	7,520	7,305	7,150	6,920	6,785	6,685	6,595	6,460	6,335	6,235	6,150
1/2 page	8,240	7,950	7,270	7,020	6,895	6,690	6,545	6,410	6,280	6,210	6,080	5,965	5,840
1/4 Page	4,200	4,045	3,680	3,560	3,515	3,450	3,315	3,265	3,185	3,150	3,095	3,025	2,965

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,770
- 2. Matched Color: \$2,305
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$4,610
- 5. Five Color: \$6,960

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 17,550	16,905	15,490	15,045	14,730	14,260	13,980	13,770	13,585	13,310	13,050	12,845	12,665
2-Pg King	25,020	24,390	23,610	22,565	22,070	21,630	21,280	20,745	20,465	20,085	19,715	19,265	18,965
4-Pg A-size	35,100	33,805	30,980	30,100	29,460	28,510	27,955	27,540	27,175	26,615	26,100	25,690	25,340
4-Pg King	50,035	48,780	47,215	45,135	44,145	43,260	42,560	41,490	40,930	40,170	39,430	38,520	37,925
6-Pg A-size	52,650	50,710	46,475	45,145	44,190	42,770	41,935	41,310	40,755	39,925	39,150	38,530	38,005
6-Pg King	75,060	73,175	70,825	67,700	66,220	64,890	63,840	62,235	61,400	60,255	59,145	57,785	56,885
8-Pg A-size	70,205	67,610	61,965	60,190	58,915	57,020	55,910	55,080	54,340	53,230	52,205	51,375	50,675
8-Pg King	100,075	97,560	94,430	90,265	88,295	86,520	85,120	82,975	81,865	80,340	78,855	77,040	75,850

MENTAL HEALTH PRIMARY CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$27,715	26,525	25,425	24,320	23,895	23,405	22,785	22,275	21,860	21,430	20,990	20,540	20,155
3/4 Page	25,050	23,920	22,165	21,555	21,270	20,835	20,440	20,010	19,205	18,940	18,375	17,760	17,350
Island Page	18,605	17,700	16,570	16,020	15,775	15,375	14,975	14,710	14,415	14,140	13,865	13,580	13,335
1/2 page	18,240	17,415	16,290	15,760	15,480	15,090	14,695	14,315	14,040	13,790	13,605	13,310	13,045
1/4 Page	9,025	8,590	7,935	7,705	7,590	7,415	7,200	7,035	6,825	6,770	6,600	6,395	6,265

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,720
- 2. Matched Color: \$3,310
- 3. Metallic ink (In Addition to Color Rates): \$425
- 4. Four Color: \$6,650
- 5. Five Color: \$10,165

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 38,330	36,465	34,140	33,005	32,500	31,670	30,845	30,300	29,695	29,135	28,560	27,975	27,470
2-Pg King	57,100	54,635	52,375	50,100	49,220	48,215	46,935	45,885	45,030	44,145	43,235	42,315	41,520
4-Pg A-size	76,655	72,920	68,265	66,005	64,995	63,345	61,700	60,600	59,395	58,255	57,125	55,950	54,945
4-Pg King	114,185	109,285	104,750	100,195	98,445	96,430	93,875	91,770	90,060	88,295	86,480	84,620	83,045
6-Pg A-size	114,975	109,385	102,405	99,010	97,495	95,015	92,545	90,905	89,080	87,390	85,685	83,925	82,415
6-Pg King	171,285	163,920	157,125	150,295	147,675	144,645	140,810	137,655	135,090	132,440	129,715	126,940	124,555
8-Pg A-size	153,305	145,850	136,540	132,000	129,990	126,695	123,390	121,215	118,780	116,515	114,245	111,900	109,875
8-Pg King	228,370	218,570	209,505	200,400	196,895	192,860	187,750	183,545	180,130	176,580	172,960	169,255	166,075

PRIMARY CARE & CNS POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$22,130	21,240	20,060	19,245	18,925	18,575	18,080	17,500	16,680	16,005	15,270	14,650	14,235
3/4 Page	20,230	19,395	17,625	17,220	17,040	16,745	16,410	16,020	14,700	14,285	13,525	12,775	12,495
Island Page	15,495	14,770	13,585	13,190	12,960	12,565	12,275	12,005	11,335	11,000	10,490	10,075	9,790
1/2 page	15,110	14,465	13,225	12,880	12,700	12,375	12,065	11,750	10,990	10,650	10,165	9,610	9,400
1/4 Page	8,155	7,785	7,125	6,950	6,860	6,720	6,540	6,360	5,925	5,765	5,490	5,185	5,060

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,590
- 2. Matched Color: \$3,290
- 3. Metallic ink (In Addition to Color Rates): \$460
- 4. Four Color: \$6,020
- 5. Five Color: \$9,740

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 31,920	30,430	27,985	27,175	26,695	25,885	25,290	24,735	23,345	22,655	21,610	20,755	20,165
2-Pg King	45,590	43,755	41,330	39,645	38,980	38,265	37,245	36,050	34,360	32,970	31,455	30,175	29,325
4-Pg A-size	63,840	60,850	55,970	54,345	53,395	51,765	50,570	49,460	46,700	45,320	43,220	41,505	40,335
4-Pg King	91,175	87,510	82,645	79,290	77,970	76,525	74,490	72,100	68,720	65,945	62,915	60,365	58,650
6-Pg A-size	95,760	91,280	83,955	81,515	80,090	77,655	75,860	74,190	70,045	67,980	64,830	62,265	60,505
6-Pg King	136,765	131,265	123,975	118,935	116,955	114,795	111,730	108,145	103,085	98,915	94,370	90,540	87,970
8-Pg A-size	127,680	121,705	111,945	108,685	106,790	103,535	101,145	98,920	93,400	90,645	86,435	83,020	80,675
8-Pg King	182,350	175,015	165,295	158,580	155,945	153,060	148,980	144,200	137,445	131,880	125,825	120,715	117,295

QUAD POWERBUY I

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$35,195	33,565	32,315	31,055	30,575	29,985	29,135	28,355	27,625	27,030	26,440	25,835	25,300
3/4 Page	31,865	30,305	28,385	27,675	27,360	26,860	26,315	25,620	24,290	23,935	23,275	22,415	21,890
Island Page	24,185	22,815	21,545	20,920	20,625	20,140	19,550	19,085	18,560	18,175	17,790	17,395	17,045
1/2 page	23,700	22,510	21,240	20,575	20,255	19,815	19,235	18,665	18,060	17,760	17,460	17,030	16,660
1/4 Page	11,765	11,140	10,425	10,100	9,975	9,790	9,460	9,220	8,840	8,765	8,550	8,255	8,085

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,965
- 2. Matched Color: \$4,700
- 3. Metallic ink (In Addition to Color Rates): \$580
- 4. Four Color: \$9,935
- 5. Five Color: \$14,915

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 49,825	47,000	44,390	43,100	42,490	41,485	40,270	39,315	38,235	37,445	36,645	35,835	35,115
2-Pg King	72,510	69,135	66,570	63,975	62,980	61,770	60,015	58,410	56,905	55,680	54,460	53,225	52,120
4-Pg A-size	99,645	93,995	88,760	86,195	84,975	82,975	80,550	78,625	76,470	74,880	73,295	71,670	70,230
4-Pg King	145,005	138,290	133,135	127,945	125,965	123,540	120,035	116,820	113,810	111,365	108,935	106,435	104,240
6-Pg A-size	149,460	140,995	133,150	129,290	127,470	124,465	120,820	117,945	114,695	112,325	109,940	107,500	105,345
6-Pg King	217,510	207,425	199,705	191,915	188,955	185,310	180,055	175,230	170,720	167,050	163,395	159,665	156,350
8-Pg A-size	199,285	188,000	177,535	172,375	169,955	165,960	161,090	157,265	152,935	149,765	146,585	143,335	140,445
8-Pg King	290,005	276,580	266,280	255,895	251,940	247,080	240,075	233,645	227,635	222,725	217,870	212,885	208,470

QUAD POWERBUY III

Same product, ad-size unit and issue date; full run only; counts as 4 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$30,435	29,155	28,015	26,875	26,430	25,895	25,210	24,695	24,185	23,735	23,230	22,735	22,315
3/4 Page	27,435	26,245	24,515	23,835	23,530	23,060	22,605	22,155	21,275	20,995	20,365	19,720	19,290
Island Page	20,440	19,485	18,365	17,775	17,505	16,975	16,570	16,305	16,005	15,715	15,395	15,080	14,815
1/2 page	19,980	19,100	17,980	17,415	17,125	16,690	16,270	15,880	15,555	15,275	15,050	14,725	14,440
1/4 Page	10,310	9,845	9,190	8,920	8,795	8,600	8,360	8,180	7,935	7,860	7,665	7,440	7,290

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$3,370
- 2. Matched Color: \$4,200
- 3. Metallic ink (In Addition to Color Rates): \$565
- 4. Four Color: \$7,900
- 5. Five Color: \$12,700

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 42,110	40,145	37,835	36,620	36,060	34,965	34,135	33,590	32,970	32,375	31,710	31,065	30,520
2-Pg King	62,705	60,055	57,715	55,365	54,440	53,345	51,935	50,870	49,820	48,890	47,850	46,835	45,970
4-Pg A-size	84,215	80,275	75,660	73,240	72,125	69,935	68,270	67,175	65,945	64,745	63,430	62,125	61,040
4-Pg King	125,390	120,120	115,420	110,720	108,885	106,685	103,865	101,740	99,635	97,795	95,710	93,670	91,945
6-Pg A-size	126,315	120,420	113,495	109,855	108,180	104,905	102,405	100,760	98,905	97,125	95,140	93,195	91,565
6-Pg King	188,095	180,175	173,135	166,085	163,340	160,035	155,795	152,610	149,460	146,685	143,560	140,505	137,900
8-Pg A-size	168,425	160,560	151,335	146,460	144,245	139,880	136,530	134,355	131,880	129,495	126,850	124,260	122,075
8-Pg King	250,780	240,240	230,845	221,450	217,785	213,380	207,730	203,485	199,290	195,575	191,420	187,340	183,875

PUD / LONGTERM CARE POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$9,705	9,425	9,105	8,860	8,705	8,420	8,210	8,175	8,175	8,175	8,175	8,175	8,175
3/4 Page	8,640	8,360	8,095	7,910	7,705	7,520	7,395	7,335	7,335	7,335	7,335	7,335	7,335
Island Page	6,910	6,655	6,405	6,285	6,165	5,960	5,825	5,785	5,785	5,785	5,785	5,785	5,785
1/2 page	6,250	6,035	5,825	5,710	5,580	5,460	5,295	5,260	5,260	5,260	5,260	5,260	5,260
1/4 Page	4,035	3,895	3,770	3,660	3,650	3,610	3,605	3,565	3,565	3,565	3,565	3,565	3,565

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,780
- 2. Matched Color: \$2,265
- 3. Metallic ink (In Addition to Color Rates): \$305
- 4. Four Color: \$3,685
- 5. Five Color: \$5,725

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 14,235	13,710	13,195	12,950	12,700	12,275	12,000	11,915	11,915	11,915	11,915	11,915	11,915
2-Pg King	19,995	19,415	18,755	18,250	17,935	17,345	16,915	16,840	16,840	16,840	16,840	16,840	16,840
4-Pg A-size	28,470	27,420	26,385	25,895	25,400	24,555	24,000	23,835	23,835	23,835	23,835	23,835	23,835
4-Pg King	39,985	38,830	37,515	36,500	35,860	34,690	33,825	33,680	33,680	33,680	33,680	33,680	33,680
6-Pg A-size	42,705	41,130	39,585	38,840	38,100	36,830	36,000	35,750	35,750	35,750	35,750	35,750	35,750
6-Pg King	59,980	58,245	56,265	54,755	53,795	52,035	50,740	50,520	50,520	50,520	50,520	50,520	50,520
8-Pg A-size	56,935	54,840	52,775	51,785	50,800	49,110	47,995	47,665	47,665	47,665	47,665	47,665	47,665
8-Pg King	79,970	77,665	75,025	73,005	71,730	69,380	67,650	67,360	67,360	67,360	67,360	67,360	67,360

INTERNAL MEDICINE RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$24,075	23,010	22,190	21,370	21,095	20,545	20,045	19,690	19,370	19,060	18,750	18,450	18,140
3/4 Page	21,530	20,555	19,795	19,155	18,890	18,480	18,125	17,765	17,055	16,905	16,475	16,015	15,705
Island Page	16,140	15,380	14,820	14,320	14,130	13,765	13,385	13,140	12,910	12,700	12,510	12,290	12,090
1/2 page	15,730	15,035	14,495	13,980	13,755	13,425	13,060	12,730	12,550	12,330	12,200	12,000	11,790
1/4 Page	8,010	7,655	7,330	7,055	6,950	6,785	6,620	6,445	6,285	6,255	6,125	5,975	5,875

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,820
- 2. Matched Color: \$3,375
- 3. Metallic ink (In Addition to Color Rates): \$415
- 4. Four Color: \$6,260
- 5. Five Color: \$9,465

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 33,250	31,685	30,535	29,500	29,110	28,350	27,570	27,065	26,595	26,165	25,765	25,315	24,905
2-Pg King	49,600	47,395	45,710	44,025	43,455	42,325	41,295	40,560	39,900	39,260	38,620	38,010	37,370
4-Pg A-size	66,500	63,360	61,055	59,000	58,220	56,715	55,150	54,135	53,195	52,325	51,545	50,635	49,815
4-Pg King	99,190	94,805	91,425	88,040	86,905	84,645	82,585	81,120	79,800	78,530	77,250	76,010	74,740
6-Pg A-size	99,740	95,050	91,590	88,500	87,325	85,065	82,720	81,200	79,780	78,490	77,310	75,950	74,720
6-Pg King	148,785	142,200	137,135	132,065	130,370	126,970	123,880	121,680	119,700	117,790	115,870	114,020	112,100
8-Pg A-size	132,990	126,735	122,120	117,995	116,435	113,430	110,290	108,280	106,380	104,650	103,080	101,270	99,620
8-Pg King	198,100	189,605	182,845	176,090	173,825	169,295	165,170	162,240	159,610	157,050	154,500	152,030	149,470

INTERNAL MEDICINE RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Rheumatology News™



Internal Medicine News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$17,270	16,345	15,420	14,930	14,715	14,400	14,020	13,560	12,875	12,265	11,645	11,150	10,770
3/4 Page	15,850	14,995	14,110	13,725	13,540	13,275	13,020	12,730	11,440	11,115	10,405	9,795	9,545
Island Page	12,650	11,960	11,290	10,925	10,740	10,535	10,255	9,985	9,345	9,035	8,595	8,220	7,945
1/2 page	12,460	11,835	11,100	10,775	10,645	10,420	10,135	9,865	9,165	8,835	8,375	7,905	7,685
1/4 Page	6,360	6,025	5,660	5,490	5,405	5,295	5,155	5,005	4,590	4,460	4,205	3,945	3,830

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,795
- 2. Matched Color: \$2,300
- 3. Metallic ink (In Addition to Color Rates): \$320
- 4. Four Color: \$4,695
- 5. Five Color: \$6,820

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 26,200	24,780	23,395	22,640	22,255	21,830	21,250	20,695	19,370	18,730	17,825	17,050	16,480
2-Pg King	35,775	33,860	31,950	30,935	30,485	29,835	29,045	28,100	26,680	25,425	24,140	23,120	22,335
4-Pg A-size	52,405	49,560	46,790	45,280	44,510	43,665	42,500	41,385	38,745	37,465	35,650	34,095	32,960
4-Pg King	71,550	67,720	63,895	61,870	60,975	59,665	58,095	56,195	53,370	50,850	48,290	46,245	44,670
6-Pg A-size	77,415	73,555	69,000	66,985	66,175	64,775	63,000	61,330	56,990	54,945	52,095	49,190	47,820
6-Pg King	107,325	101,575	95,845	92,800	91,460	89,500	87,140	84,290	80,050	76,275	72,430	69,365	67,005
8-Pg A-size	103,220	98,080	92,000	89,310	88,230	86,365	84,005	81,770	75,990	73,260	69,465	65,580	63,760
8-Pg King	143,105	135,430	127,790	123,735	121,950	119,330	116,190	112,385	106,735	101,695	96,570	92,485	89,340

SKIN CARE RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



Rheumatology News™



Skin & Allergy News™

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$8,050	7,650	7,455	7,285	7,125	6,940	6,815	6,670	6,570	6,445	6,305	6,195	6,080
3/4 Page	7,495	7,060	6,830	6,710	6,620	6,490	6,320	6,255	5,925	5,870	5,630	5,555	5,405
Island Page	6,165	5,805	5,650	5,520	5,410	5,260	5,180	5,075	5,000	4,910	4,810	4,720	4,625
1/2 page	5,965	5,615	5,410	5,290	5,210	5,070	4,930	4,850	4,720	4,650	4,570	4,460	4,325
1/4 Page	3,020	2,835	2,745	2,675	2,630	2,565	2,495	2,465	2,375	2,345	2,280	2,230	2,175

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,545
- 2. Matched Color: \$2,125
- 3. Metallic ink (In Addition to Color Rates): \$310
- 4. Four Color: \$4,055
- 5. Five Color: \$6,185

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 12,950	12,190	11,865	11,590	11,360	11,045	10,875	10,660	10,500	10,310	10,100	9,915	9,715
2-Pg King	16,905	16,065	15,655	15,300	14,965	14,575	14,310	14,010	13,795	13,535	13,240	13,010	12,765
4-Pg A-size	25,895	24,385	23,730	23,185	22,720	22,095	21,755	21,315	21,000	20,620	20,205	19,820	19,425
4-Pg King	33,810	32,130	31,310	30,600	29,925	29,145	28,625	28,015	27,595	27,070	26,485	26,020	25,535
6-Pg A-size	38,840	36,570	35,595	34,775	34,080	33,140	32,635	31,975	31,500	30,935	30,300	29,735	29,140
6-Pg King	50,715	48,195	46,970	45,895	44,890	43,725	42,935	42,025	41,390	40,605	39,720	39,030	38,305
8-Pg A-size	51,785	48,760	47,460	46,370	45,440	44,185	43,515	42,630	42,000	41,245	40,405	39,650	38,850
8-Pg King	67,620	64,260	62,160	60,740	59,850	58,295	57,245	56,030	55,190	54,140	52,960	52,040	51,075

PRIMARY CARE RHEUM POWERBUY

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



Rheumatology News[®]



Family Practice News[®]



Internal Medicine News[®]

a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$25,440	24,135	23,255	22,445	22,105	21,605	21,040	20,650	20,275	19,890	19,505	19,135	18,750
3/4 Page	22,935	21,730	20,885	20,235	19,925	19,490	19,115	18,765	17,920	17,730	17,155	16,650	16,250
Island Page	17,490	16,580	15,975	15,420	15,200	14,860	14,465	14,205	13,935	13,675	13,425	13,145	12,895
1/2 page	17,230	16,380	15,765	15,225	14,985	14,650	14,260	13,915	13,655	13,380	13,185	12,945	12,650
1/4 Page	8,470	8,035	7,680	7,415	7,295	7,135	6,930	6,785	6,560	6,515	6,345	6,160	6,025

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,575
- 2. Matched Color: \$3,210
- 3. Metallic ink (In Addition to Color Rates): \$425
- 4. Four Color: \$6,575
- 5. Five Color: \$9,780

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 36,180	34,295	33,045	31,900	31,440	30,735	29,920	29,380	28,830	28,295	27,765	27,190	26,675
2-Pg King	52,605	49,895	48,085	46,415	45,705	44,670	43,505	42,695	41,920	41,125	40,325	39,570	38,770
4-Pg A-size	72,360	68,585	66,085	63,795	62,885	61,475	59,845	58,765	57,655	56,575	55,545	54,380	53,350
4-Pg King	105,200	99,805	96,165	92,815	91,405	89,345	87,010	85,395	83,845	82,260	80,665	79,130	77,545
6-Pg A-size	108,525	102,880	99,130	95,695	94,325	92,210	89,395	87,785	86,475	84,870	83,310	81,570	80,025
6-Pg King	157,805	149,700	144,250	139,230	137,120	134,015	130,510	128,090	125,765	123,380	120,990	118,700	116,305
8-Pg A-size	144,705	137,180	132,175	127,580	125,770	122,950	119,680	117,535	115,300	113,150	111,075	108,760	106,690
8-Pg King	210,400	199,605	192,330	185,640	182,825	178,685	174,015	170,790	167,695	164,505	161,325	158,270	155,080

ACEP NEWS & SURGERY NEWS

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$13,930	13,380	12,695	12,460	12,275	11,625	11,380	11,360	11,305	11,270	11,270	11,270	11,270
3/4 Page	12,925	12,360	11,595	11,445	11,245	10,630	10,515	10,490	10,450	10,425	10,425	10,425	10,425
Island Page	9,545	9,130	8,665	8,505	8,350	7,760	7,585	7,535	7,520	7,490	7,490	7,490	7,490
1/2 page	8,885	8,650	8,125	7,985	7,835	7,305	7,150	7,140	7,100	7,085	7,085	7,085	7,085
1/4 Page	6,565	6,285	5,950	5,775	5,700	5,405	5,360	5,330	5,305	5,295	5,295	5,295	5,295

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,740
- 2. Matched Color: \$2,250
- 3. Metallic ink (In Addition to Color Rates): \$315
- 4. Four Color: \$3,980
- 5. Five Color: \$6,135

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 19,660	18,810	17,850	17,520	17,200	15,985	15,625	15,520	15,490	15,430	15,430	15,430	15,430
2-Pg King	28,700	27,565	26,155	25,665	25,290	23,945	23,445	23,400	23,290	23,215	23,215	23,215	23,215
4-Pg A-size	39,325	37,615	35,700	35,040	34,400	31,970	31,250	31,045	30,985	30,860	30,860	30,860	30,860
4-Pg King	57,390	55,125	52,305	51,335	50,570	47,895	46,885	46,805	46,575	46,430	46,430	46,430	46,430
6-Pg A-size	58,985	56,425	53,550	52,560	51,600	47,955	46,875	46,565	46,475	46,290	46,290	46,290	46,290
6-Pg King	86,090	82,690	78,455	77,005	75,860	71,840	70,330	70,205	69,865	69,650	69,650	69,650	69,650
8-Pg A-size	78,650	75,235	71,395	70,080	68,805	63,945	62,500	62,085	61,965	61,715	61,715	61,715	61,715
8-Pg King	114,780	110,255	104,605	102,670	101,145	95,790	93,770	93,605	93,155	92,865	92,865	92,865	92,865

VASCULAR SPECIALIST & CARDIOLOGY NEWS

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,240	6,800	6,595	6,430	6,300	6,165	6,005	5,975	5,895	5,830	5,765	5,685	5,615
3/4 Page	6,720	6,315	6,155	5,970	5,855	5,735	5,585	5,525	5,410	5,345	5,220	5,170	5,095
Island Page	5,590	5,265	5,125	4,990	4,880	4,785	4,685	4,655	4,605	4,550	4,495	4,435	4,390
1/2 page	5,170	4,880	4,740	4,635	4,520	4,435	4,330	4,305	4,240	4,185	4,130	4,085	4,025
1/4 Page	2,810	2,695	2,660	2,585	2,570	2,550	2,530	2,505	2,470	2,440	2,385	2,360	2,340

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$1,775
- 2. Matched Color: \$2,195
- 3. Metallic ink (In Addition to Color Rates): \$300
- 4. Four Color: \$3,775
- 5. Five Color: \$5,860

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$11,515	10,845	10,560	10,280	10,055	9,855	9,650	9,590	9,485	9,370	9,260	9,135	9,040
2-Pg King	14,915	14,010	13,585	13,245	12,980	12,700	12,370	12,305	12,140	12,010	11,875	11,710	11,565
4-Pg A-size	23,030	21,690	21,115	20,560	20,110	19,715	19,305	19,180	18,975	18,750	18,520	18,275	18,090
4-Pg King	29,830	28,015	27,175	26,490	25,955	25,400	24,740	24,620	24,290	24,020	23,755	23,425	23,135
6-Pg A-size	34,550	32,540	31,675	30,840	30,155	29,570	28,955	28,770	28,460	28,120	27,780	27,410	27,130
6-Pg King	44,745	42,025	40,755	39,735	38,935	38,100	37,110	36,925	36,430	36,030	35,625	35,130	34,700
8-Pg A-size	46,065	43,385	42,230	41,115	40,210	39,425	38,605	38,355	37,945	37,490	37,040	36,545	36,175
8-Pg King	59,660	56,035	54,340	52,985	51,915	50,800	49,485	49,235	48,575	48,040	47,505	46,845	46,270

THORACIC SURGERY NEWS & CARDIOLOGY NEWS

Same product, ad-size unit and issue date; full run only; counts as 2 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,040	6,665	6,545	6,390	6,275	6,145	5,990	5,960	5,880	5,815	5,750	5,670	5,600
3/4 Page	6,535	6,125	5,975	5,805	5,700	5,575	5,440	5,380	5,265	5,200	5,075	5,025	4,950
Island Page	5,535	5,215	5,065	4,935	4,850	4,755	4,625	4,595	4,545	4,490	4,435	4,375	4,330
1/2 page	5,140	4,850	4,705	4,590	4,475	4,385	4,280	4,255	4,190	4,135	4,080	4,035	3,975
1/4 Page	2,805	2,685	2,640	2,580	2,565	2,545	2,525	2,500	2,465	2,435	2,380	2,355	2,335

b. Color (In Addition to Black-and-White Rates):

1. Standard Color:	\$1,820	4. Four Color:	\$3,870
2. Matched Color:	\$2,250	5. Five Color:	\$6,005
3. Metallic ink (In Addition to Color Rates):	\$305		

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 11,405	10,740	10,435	10,165	9,990	9,795	9,530	9,470	9,365	9,250	9,140	9,015	8,920
2-Pg King	14,505	13,730	13,485	13,165	12,930	12,655	12,340	12,275	12,110	11,980	11,845	11,680	11,535
4-Pg A-size	22,805	21,485	20,865	20,330	19,985	19,590	19,055	18,930	18,725	18,500	18,270	18,025	17,840
4-Pg King	29,005	27,460	26,965	26,325	25,850	25,320	24,675	24,555	24,225	23,955	23,690	23,360	23,070
6-Pg A-size	34,210	32,230	31,300	30,500	29,970	29,385	28,585	28,400	28,090	27,750	27,410	27,040	26,760
6-Pg King	43,510	41,190	40,445	39,490	38,780	37,975	37,020	36,835	36,340	35,940	35,535	35,040	34,610
8-Pg A-size	45,610	42,970	41,735	40,665	39,965	39,180	38,110	37,860	37,450	36,995	36,545	36,050	35,680
8-Pg King	58,010	54,920	53,930	52,655	51,705	50,635	49,360	49,110	48,450	47,915	47,380	46,720	46,145

SURGERY NEWS & THORACIC SURGERY NEWS & VASCULAR SPECIALIST

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$13,250	12,505	11,885	11,570	11,335	10,605	10,350	10,330	10,275	10,240	10,240	10,240	10,240
3/4 Page	12,505	11,720	10,955	10,715	10,510	9,825	9,605	9,580	9,540	9,515	9,515	9,515	9,515
Island Page	9,515	8,915	8,450	8,210	7,995	7,370	7,125	7,075	7,060	7,030	7,030	7,030	7,030
1/2 page	8,650	8,275	7,720	7,515	7,295	6,670	6,495	6,485	6,445	6,430	6,430	6,430	6,430
1/4 Page	6,220	5,940	5,685	5,485	5,410	5,115	5,070	5,040	5,015	5,005	5,005	5,005	5,005

b. Color (In Addition to Black-and-White Rates):

1. Standard Color:	\$3,010	4. Four Color:	\$5,770
2. Matched Color:	\$3,505	5. Five Color:	\$8,900
3. Metallic ink (In Addition to Color Rates):	\$455		

c. Inserts:

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 19,600	18,365	17,405	16,910	16,470	15,295	14,680	14,575	14,545	14,485	14,485	14,485	14,485
2-Pg King	27,300	25,760	24,485	23,835	23,355	21,975	21,320	21,275	21,165	21,090	21,090	21,090	21,090
4-Pg A-size	39,200	36,730	34,815	33,825	32,940	30,360	29,355	29,150	29,090	28,965	28,965	28,965	28,965
4-Pg King	54,590	51,525	48,965	47,670	46,700	43,690	42,640	42,560	42,330	42,185	42,185	42,185	42,185
6-Pg A-size	58,805	55,095	52,220	50,740	49,405	45,545	44,035	43,725	43,635	43,450	43,450	43,450	43,450
6-Pg King	81,890	77,285	73,450	71,505	70,055	65,535	63,965	63,840	63,500	63,285	63,285	63,285	63,285
8-Pg A-size	78,405	73,460	69,630	67,650	65,880	60,730	58,710	58,295	58,175	57,925	57,925	57,925	57,925
8-Pg King	109,180	103,045	97,930	95,335	93,400	87,390	85,285	85,120	84,670	84,380	84,380	84,380	84,380

CARDIOLOGY NEWS+THORACIC SURGERY NEWS+VASCULAR SPECIALIST

Same product, ad-size unit and issue date; full run only; counts as 3 towards earned frequency.



a. Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$9,865	9,550	9,240	8,990	8,725	8,515	8,285	8,025	7,995	7,915	7,850	7,785	7,705	7,635
3/4 Page	9,130	8,825	8,500	8,240	7,960	7,765	7,555	7,330	7,270	7,155	7,090	6,965	6,915	6,840
Island Page	7,800	7,550	7,295	7,055	6,840	6,665	6,510	6,315	6,285	6,235	6,180	6,125	6,065	6,020
1/2 page	7,090	6,880	6,650	6,410	6,230	6,035	5,880	5,705	5,680	5,615	5,560	5,505	5,460	5,400
1/4 Page	3,955	3,845	3,785	3,730	3,625	3,610	3,590	3,570	3,545	3,510	3,480	3,425	3,400	3,380

b. Color (In Addition to Black-and-White Rates):

- 1. Standard Color: \$2,805
- 2. Matched Color: \$3,355
- 3. Metallic ink (In Addition to Color Rates): \$450
- 4. Four Color: \$5,660
- 5. Five Color: \$8,755

c. Inserts:

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$16,070	15,550	15,025	14,535	14,090	13,730	13,410	13,010	12,950	12,845	12,730	12,620	12,495	12,400
2-Pg King	20,325	19,670	19,035	18,520	17,975	17,545	17,065	16,530	16,465	16,300	16,170	16,035	15,870	15,725
4-Pg A-size	32,135	31,105	30,055	29,065	28,180	27,465	26,820	26,020	25,895	25,690	25,465	25,235	24,990	24,805
4-Pg King	40,645	39,345	38,070	37,040	35,945	35,080	34,135	33,060	32,940	32,610	32,340	32,075	31,745	31,455
6-Pg A-size	48,210	46,660	45,085	43,600	42,275	41,185	40,230	39,030	38,845	38,535	38,195	37,855	37,485	37,205
6-Pg King	60,970	59,020	57,105	55,555	53,920	52,625	51,200	49,595	49,410	48,915	48,515	48,110	47,615	47,185
8-Pg A-size	64,275	62,215	60,110	58,135	56,360	54,920	53,640	52,035	51,785	51,375	50,920	50,470	49,975	49,605
8-Pg King	81,290	78,695	76,140	74,075	71,895	70,165	68,270	66,130	65,880	65,220	64,685	64,150	63,490	62,915