

# Hospitalist News

www.ehospitalistnews.com

## 2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 3,795	3,715	3,655	3,525	3,395	3,255	3,150
3/4 Page	3,410	3,305	3,230	3,110	2,935	2,790	2,620
Island Page	2,850	2,815	2,730	2,695	2,590	2,465	2,290
1/2 page	2,445	2,405	2,360	2,165	2,110	2,095	2,045
1/4 Page	1,260	1,240	1,215	1,170	1,145	1,105	1,070

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 3,045	2,935	2,805	2,700	2,560	2,470	2,365
3/4 Page	2,575	2,485	2,390	2,265	2,205	2,040	2,000
Island Page	2,235	2,090	1,970	1,835	1,745	1,650	1,600
1/2 page	1,995	1,895	1,685	1,610	1,520	1,435	1,395
1/4 Page	1,025	1,010	970	930	895	865	825

## 2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 585
Matched Color:	890
Metallic Ink:	175
Four Color:	1,305
Five Color:	2,360



## 2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 5,870	5,800	5,625	5,550	5,335	5,080	4,715
2-Pg King	7,820	7,655	7,530	7,260	6,995	6,705	6,490
4-Pg A-size	11,740	11,600	11,250	11,105	10,670	10,155	9,435
4-Pg King	15,635	15,305	15,060	14,525	13,985	13,410	12,980
6-Pg A-size	17,615	17,395	16,870	16,655	16,005	15,235	14,150
6-Pg King	23,455	22,960	22,590	21,785	20,980	20,115	19,465
8-Pg A-size	23,485	23,195	22,495	22,205	21,340	20,310	18,870
8-Pg King	31,270	30,610	30,115	29,045	27,975	26,820	25,955

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 4,605	4,305	4,060	3,780	3,595	3,400	3,295
2-Pg King	6,275	6,045	5,780	5,560	5,275	5,090	4,870
4-Pg A-size	9,210	8,610	8,115	7,560	7,190	6,800	6,590
4-Pg King	12,545	12,090	11,555	11,125	10,545	10,175	9,745
6-Pg A-size	13,810	12,915	12,175	11,340	10,785	10,195	9,890
6-Pg King	18,820	18,140	17,335	16,685	15,820	15,265	14,615
8-Pg A-size	18,415	17,220	16,235	15,120	14,380	13,595	13,185
8-Pg King	25,090	24,185	23,115	22,250	21,095	20,355	19,490

# Hospitalist News

www.ehospitalistnews.com

## 2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 15,620	15,130	14,990	14,560	14,050	13,335	13,110
King 6 pg	22,765	22,030	21,820	21,175	20,410	19,340	19,005
King 8 pg	29,910	28,930	28,645	27,790	26,770	25,340	24,895

  

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 12,520	12,030	11,480	11,115	10,725	10,520
King 6 pg	18,115	17,380	16,555	16,005	15,420	15,115
King 8 pg	23,710	22,730	21,630	20,895	20,120	19,710

## Closing Dates

Issue	Space Close	Materials Due
January	12/27/11	01/05/12
February	01/31/12	02/07/12
March	02/28	03/06
April	03/29	04/05
May	04/30	05/07
June	05/29	06/05
July	06/27	07/06
August	07/31	08/07
September	08/27	09/05
October	10/01	10/08
November	10/25	11/01
December	11/27	12/04

For further information on advertising in *Hospitalist News* or for development and/or distribution of any custom programs, contact:

Phil Soufleris

Phone: (973) 290-8224

Email: [p.soufleris@elsevier.com](mailto:p.soufleris@elsevier.com)

For insertion order inquiries, contact:

Joan Friedman

Phone: (973) 290-8211, Email: [j.friedman@elsevier.com](mailto:j.friedman@elsevier.com)

For production inquiries, contact:

Judi Sheffer

Phone: (240) 221-2412, Email: [j.sheffer@elsevier.com](mailto:j.sheffer@elsevier.com)