

The PowerBuy (Family Practice News + Internal Medicine News)

2008 Black and White Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King	17,685	16,805	16,165	15,560	15,350	15,020	14,605
3/4 Page	15,810	15,015	14,405	13,920	13,720	13,435	13,185
Island Page	11,850	11,260	10,835	10,425	10,285	10,070	9,785
1/2 Page	11,715	11,160	10,735	10,335	10,170	9,950	9,675
1/4 Page	5,705	5,440	5,170	4,975	4,900	4,790	4,650

Page size	120x	240x	288x	396x	504x	570x
King	14,330	14,055	13,785	13,520	13,260	12,995
3/4 Page	12,930	12,315	12,180	11,820	11,425	11,150
Island Page	9,605	9,415	9,235	9,065	8,885	8,705
1/2 Page	9,425	9,260	9,075	8,965	8,795	8,620
1/4 Page	4,545	4,405	4,380	4,265	4,145	4,050

2008 Color:

In addition to Black-and-White Rates.

	FP	IM	PowerBuy Total
Standard Color	773	773	1,545
Matched Color	923	923	1,845
Metallic Ink	118	118	235
Four Color	1,885	1,885	3,770
Five Color	2,880	2,880	5,760

2008 Insert Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
2-Pg A-size	24,530	23,310	22,430	21,580	21,290	20,845	20,255
2-Pg King	36,610	34,785	33,460	32,210	31,775	31,090	30,230
4-Pg A-size	49,060	46,615	44,855	43,160	42,580	41,690	40,510
4-Pg King	73,215	69,575	66,925	64,420	63,550	62,185	60,465
6-Pg A-size	73,590	69,925	67,285	64,740	63,870	62,535	60,765
6-Pg King	109,825	104,360	100,385	96,630	95,325	93,275	90,695
8-Pg A-size	98,120	93,235	89,715	86,320	85,160	83,380	81,020
8-Pg King	146,430	139,145	133,845	128,835	127,100	124,365	120,930

Page size	120x	240x	288x	396x	504x	570x
2-Pg A-size	19,880	19,490	19,115	18,765	18,390	18,020
2-Pg King	29,665	29,095	28,535	27,985	27,450	26,900
4-Pg A-size	39,765	38,980	38,235	37,530	36,785	36,040
4-Pg King	59,325	58,190	57,070	55,975	54,895	53,800
6-Pg A-size	59,645	58,465	57,350	56,295	55,175	54,060
6-Pg King	88,990	87,280	85,605	83,960	82,345	80,700
8-Pg A-size	79,530	77,955	76,465	75,060	73,570	72,075
8-Pg King	118,650	116,375	114,140	111,945	109,795	107,600