

## Agency commission/ payment terms

15% of gross billing to agencies if paid within 30 days. Mechanical and production charges non-commissionable. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for monies as are due and payable to the publisher.

### COLOR:

Standard color page: \$1,459.  
Matched pages: \$1,693.  
Four-color process: One page \$3,088.

Color on fractional pages billed at full-page color rates.

### FREQUENCY RATES:

Number of insertions used by an advertiser within 12 months from

date of first insertion of contract period determines frequency rate. Combined frequency discounts apply to space run in CHAIN DRUG REVIEW and MMR.

### SHORT RATE:

All advertising subject to short rate when less advertising than specified by original order is used.

### CANCELLATION:

No cancellations accepted after closing date.

### PRODUCTION CHARGES:

All ad work subject to additional production charges. There will be a minimum charge of \$75 for supplied advertisements that require resizing or the conversion of images to CMYK.

### INSERTS:

If supplied by advertiser completely printed on two sides, earned black-and-white space rate applies. Maximum weight: 80 lbs. Offset, 25 x 38 basis, without premium. Before preparing, contact production manager for mechanical requirements and postal regulations. Contact sales manager for pricing on supplied inserts.

PUBLISHER RESERVES THE RIGHT TO CHANGE RATES UPON NINETY (90) DAYS' NOTICE. FULL-PAGE DISCOUNT OF 20% FROM INCH RATE IS ALREADY FIGURED IN FULL-PAGE RATES.

## general advertising rates — B/W

### Rates per inch Single-unit size

Freq.*	1" to less than 10"	10" to less than 30"	30" to less than 50"	50" to less than 64"	64"
1-2x	\$207.91	\$205.93	\$205.39	\$203.59	\$202.69
3-5x	198.10	197.20	195.31	194.50	193.60
6-11x	194.50	193.60	192.52	191.71	190.18
12-23x	184.60	182.62	181.45	179.11	178.30
24-35x	174.70	173.08	171.55	170.38	169.03
36x	162.19	161.29	159.31	158.32	156.61

B/W RATES	
Full page	Per Page
1-2x	\$10,459.00
3-5x	9,910.00
6-11x	9,730.00
12-23x	9,136.00
24-35x	8,650.00
36x	8,029.00

## mechanical requirements

### METHOD:

Printed web-offset. Saddle stitched.

### ISSUANCE DATES:

Published twice monthly, with combined issues in April, June and December. Issued Monday.

### CLOSING DATES:

All closing dates mean receipt of material in publisher's New York office.

## digital ad file requirements

- Digital ad files only are accepted.
- Files must be furnished as a high resolution (300 dpi), PDF/X-1a file. Contact production manager for further information regarding special circumstances where other software might be accepted.

- A proof of file at 100% of unit size must accompany all digital files. All files must contain customer name, publication name and issue date and file name.
- All 4-color files must be in CMYK mode. If there is a Pantone or 5th color arrangements must be made with publication production manager.
- 4-color scans must be converted from RGB to CMYK. Resolution must be 300 dpi at 100% size to ensure proper reproductions.
- Files can be posted to the Racher Press ftp site. Please call or e-mail production manager for instructions.

## Sales Offices:

### NEW YORK

220 Fifth Ave.  
New York, N.Y. 10001  
Phone: (212) 213-6000  
Fax: (212) 213-6106  
Fax: (212) 725-4594

### CHICAGO

2000 N. Racine Ave.,  
Suite 2270,  
Chicago, IL 60614  
Office: (773) 248-5552  
Cell: (773) 255-4710  
Fax: (773) 248-5554

www.massmarketretailers.com

Any further questions can be directed to:  
**Production Manager**  
Phone: 212-699-2371  
Fax: 212-213-6106  
pnavarre@racherpress.com

## Ad sizes

	Trim	Bleed	Live Area
Full pg.	10 <sup>7</sup> / <sub>16</sub> " x 13 <sup>3</sup> / <sub>4</sub> "	10 <sup>11</sup> / <sub>16</sub> " x 14"	9 <sup>11</sup> / <sub>16</sub> " x 12 <sup>3</sup> / <sub>4</sub> "
Spread	20 <sup>7</sup> / <sub>8</sub> " x 13 <sup>3</sup> / <sub>4</sub> "	21 <sup>1</sup> / <sub>8</sub> " x 14"	20 <sup>1</sup> / <sub>8</sub> " x 14"

## Sales contacts:

### East Coast:

John Dioguardi (212) 699-2361, jdioguardi@racherpress.com

### Midwest, West Coast:

Judy Mansueto (773) 248-5552, jmansueto@racherpress.com