

2009 Rates & Print Specifications

THE SOURCE BOOK FOR MEDICAL DEVICE MANUFACTURERS

Advertising Rates (Payable in US Dollars)

Black & White Unit Rates

	1x	4x	6x	13x	18x	24x	36x
Full page	\$10 090	\$9 095	\$8 450	\$8 210	\$8 145	\$7 950	\$7 720
2/3 page	\$ 8 185	\$7 460	\$7 095	\$6 655	\$6 555	\$6 435	\$6 215
1/2 island	\$ 7 000	\$6 150	\$5 985	\$5 645	\$5 570	\$5 550	\$5 365
1/2 page	\$ 6 285	\$5 540	\$5 335	\$5 065	\$5 015	\$4 915	\$4 765
1/3 page	\$ 4 730	\$4 215	\$4 010	\$3 880	\$3 785	\$3 720	\$3 580
1/4 page	\$ 3 815	\$3 385	\$3 280	\$3 075	\$3 070	\$2 980	\$2 885

Colour Rates

4A (AAAA) Standard Colours (red, blue, green, yellow)	
1 standard colour per page	\$ 835
1 matched colour per page	\$ 995
1 metallic colour per page	\$1 175
3 or 4 colour process per page	\$1 750
Preferred position	POA

Enhanced Listings

Full-Colour		With Display Ad	Without Display Ad
Maxi Box	95.5 x 30.5 mm	\$1 295	\$1 790
Logo	45.7 x 20.0 mm	\$ 495	\$ 990



For more information,
go to our online Media Kit at
www.sourcebookonline.co.uk

Ad Management Services

Contact Ad Management Services:

Tel: +1 310 4454217 Fax: +1 310 4454209 E-mail: AMS@cancom.com



Material Submission

We prefer digital files. Acceptable formats are: PDF, EPS, TIFF, or a Postscript file. Files should be 300 dpi, CMYK, with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. Colour proofs are required.

For more information on electronic ad and colour proof submission, visit our Web site at www.canonespecs.com or call Ad Management Services at +1 310 4454217 for details.

Standard Advertising Units

A. Metric Measurements—Vertical

Publication is printed by web offset, perfect bound with a trim size of 225mm x 276mm

Space Unit	Width	Depth
2-page spread bleed	457 mm	283 mm
2-page spread non-bleed	438 mm	264 mm
1-page bleed	232 mm	283 mm
1-page non-bleed	213 mm	264 mm
2/3 pag	132 mm	255 mm
1/2 page island	126 mm	165 mm
1/2 page	93 mm	255 mm
1/3 page square	126 mm	123 mm
1/3 page	60 mm	255 mm
1/4 page	93 mm	123 mm

A. Metric Measurements—Horizontal

2/3 pag	195 mm	165 mm
1/2 page	195 mm	123 mm
1/3 page	195 mm	80 mm

B. US Measurements—Vertical

Publication is printed web offset, saddle-stitched, with a trim size of 8.875" x 10.875".

Space Unit	Width	Depth
2-page spread bleed	18"	11.13"
2-page spread non-bleed	17.25"	10.38"
1-page bleed	9.13"	11.13"
1-page non-bleed	8.38"	10.38"
2/3 page	5.2"	10.04"
1/2 page	3.66"	10.04"
1/2 page island	4.96"	6.5"
1/3 page	2.36"	10.04"
1/3 page square	4.96"	4.84"
1/4 page	3.66"	4.84"

B. US Measurements—Horizontal

1/2 page	7.68"	4.84"
1/3 page	7.68"	3.15"