

## A prescription for marketing success—advertise in:



### Our 28,000 readers are:

#### Well educated and well-to-do

About half are M.D.'s or Ph.D.'s and 60% work in science or medicine  
 The 40% of our readers who are lay are interested in reading about science and medicine

#### Well connected to the Upper Valley

About 50% of our readers live within 75 miles of the Upper Valley  
 The other 50% are spread throughout the U.S., with a concentration in the Northeast  
 The vast majority have some tie to Dartmouth and the Upper Valley

#### And passionate about the magazine—your ad will appear in a publication about which readers say things like this:

“The magazine is great!! Don’t stop it—I’ll have withdrawal!” *South Royalton, Vt.*

“It’s always excellent—I wish the issues were more than four a year!” *North Conway, N.H.*

“We read it literally from cover to cover and then give it to our sons (one is an M.D., the other an undergrad).” *Floral Park, N.Y.*

“I grew up in Hanover, daughter in first year at Dartmouth College, husband in health-care administration—and we all really enjoy your magazine!” *York, Pa.*

“It is an excellent magazine and is a credit to the institution.” *Old Greenwich, Conn.*

“I love it! It keeps me in touch with the place where I worked for 10 years and with New Hampshire, which I miss greatly.” *Grand Island, N.Y.*

## Rates and Billing Information for 2008-09

### Space Rates

These rates are guaranteed for the 2008-09 publishing year—the Fall and Winter 2008 and Spring and Summer 2009 issues.

#### Back Cover

FULL-PAGE                      Color \$1,290

#### Inside Front and Back Covers

FULL-PAGE                      Color \$1,220

#### Inside Pages

FULL-PAGE                      Color \$1,050                      B&W \$1,100

TWO-THIRDS-PAGE              Color \$ 920                      B&W \$ 880

HALF-PAGE                      Color \$ 780                      B&W \$ 740

ONE-THIRD-PAGE                Color \$ 560                      B&W \$ 520

ONE-SIXTH-PAGE                Color \$ 410                      B&W \$ 370

### Other Charges

There are no other fees if an ad layout is supplied in press-ready electronic format and meets all production requirements (see next page). If any technical corrections are required, the advertiser will be billed for their cost, plus a 10% markup.

We are also glad to prepare layouts for advertisers from supplied text and images. The fee is \$80 for B&W ads of one-sixth or one-third page (\$130 for color), and \$150 for B&W ads of one-half to a full page (\$200 for color). The fee for minor changes to an existing ad is \$40. These fees include a proof in PDF format. Charges from the printer if an advertiser wishes to see a paper proof, or for scans or other production work beyond the layout, will be passed along to the advertiser with a 10% markup.

### Frequency Discounts

Two-time rate: 5% discount on each insertion

Four-time rate: 7% discount on each insertion

To qualify for a frequency discount, the advertiser must have signed a contract for the qualifying insertions and all insertions must be placed in consecutive issues or within the same publishing year (beginning with the Fall issue and ending with Summer). Frequency discounts will be disallowed on any invoices not paid within 60 days of the invoice date.

### Billing Information

The advertiser is responsible for the payment of any production charges incurred in the preparation of an advertisement; see below for details. There are no agency discounts. Ads are billed at the one-time frequency rate unless a contract for two or more issues has been signed.

New advertisers must prepay the space rate (as well as any applicable layout charges) for their first insertion. Repeat advertisers are billed upon publication, and the payment terms are net 30 days.

If contracted ad space is canceled, kill fees are assessed on the contracted rate as follows; all cancellations must be in writing:

Inside ads: 7% of the contracted space rate for an ad canceled 30 days or more before the space deadline; 10% of the contracted space rate for an ad canceled within less than 30 days of the space deadline

Cover ads: 15% of the contracted space rate for an ad canceled 60 days or more before the space deadline; 30% of the contracted space rate for an ad canceled within 30 to 59 days of the space deadline; 40% of the contracted space rate for an ad canceled within less than 30 days of the space deadline

Advertisers are liable for the contracted rate after the deadline to reserve space.

Further information about billing and other publishing policies of DARTMOUTH MEDICINE are covered in our advertising contract. For more information, or to obtain a copy of the advertising agreement, contact the editor.

# Circulation and Production Information for 2008-09

## Circulation

Approximately 28,000

- about 60% work in science or medicine
- about 40% are lay
- about 50% live within 75 miles of the Upper Valley

Contact us for a further breakdown of the circulation

## Frequency

*Quarterly*

- Fall issue is mailed in mid September
- Winter issue is mailed in mid December
- Spring issue is mailed in mid March
- Summer issue is mailed in mid June

## Deadlines

ISSUE DATE	SPACE DEADLINE	LAYOUT DEADLINE *	COPY DEADLINE #
Fall	July 20	August 5	July 25
Winter	October 20	November 5	October 25
Spring	January 20	February 5	January 25
Summer	April 20	May 5	April 25

\* This is the deadline for ads that are supplied in press-ready electronic format (and we'd appreciate receiving layouts from first-time advertisers on the 1st instead of the 5th).

# This is the deadline for text and images for ads that an advertiser has asked us to lay out.

## Placement and Production

Ad space is available on the back cover, on the inside front and back covers, and on inside pages toward the back of the magazine. Placement requests for specific inside pages will be taken under consideration but cannot be guaranteed.

Ads supplied electronically must be high-resolution, press-ready, Macintosh-compatible TIFF, EPS, or PDF files, with all fonts and graphics embedded. **We strongly advise creating PDFs using PDF/X-1a settings to avoid production problems that will require correction.** All colors and scans must be in CMYK format. If a file contains any other color format (RGB, PMS, etc.), or does not otherwise meet these specifications, the advertiser will be billed for correction charges from the printer, plus a 10% markup.

## Page size

The trim size of our pages is 8<sup>1</sup>/<sub>2</sub>" x 10<sup>7</sup>/<sub>8</sub>". Any live matter must be at least 1/2" in from the trim. And 1/4" beyond the trim must be allowed for any bleeds.

## Ad sizes

(Live area, width x height)

### Outside Back Cover

8" x 8<sup>5</sup>/<sub>8</sub>"

(Contact the editor for details about the back cover layout.)

### Inside Covers and Inside Pages

Full-page

7<sup>1</sup>/<sub>2</sub>" x 9<sup>1</sup>/<sub>4</sub>"

Two-thirds page

4<sup>7</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>4</sub>"

Half-page

7<sup>1</sup>/<sub>2</sub>" x 4<sup>1</sup>/<sub>2</sub>"

One-third page horizontal

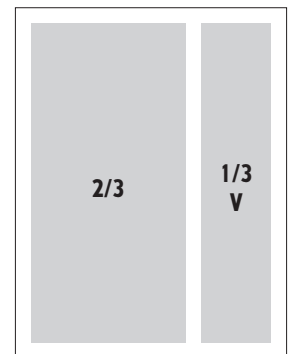
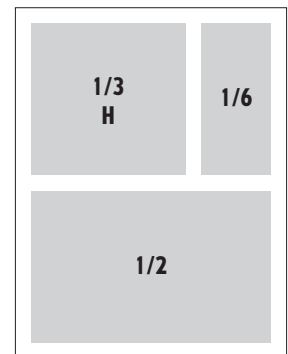
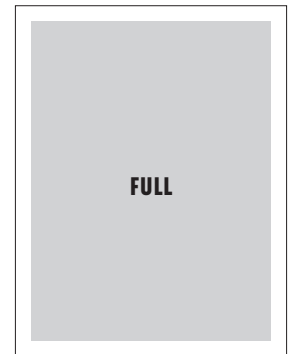
4<sup>7</sup>/<sub>8</sub>" x 4<sup>1</sup>/<sub>2</sub>"

One-third page vertical

2<sup>3</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>4</sub>"

One-sixth page

2<sup>3</sup>/<sub>8</sub>" x 4<sup>1</sup>/<sub>2</sub>"



## Contact Information

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See below for phone, fax, and e-mail