

## 2017 CLASSIFIED ADVERTISING RATES & INSERTION ORDER

TO: \_\_\_\_\_

COMPANY: \_\_\_\_\_

FAX: \_\_\_\_\_

FROM: Monica Griffiths  
Pharmaceutical Media  
30 East 33rd Street, New York, NY 10016  
TEL: (212) 904-0362 FAX: (212) 779-3279  
Email: mgriffiths@pminy.com

### RATES (PER MONTH):

Size	Dimensions (width & length)	Price			
Standard Size:		1x	3x	6x	12x
<input type="checkbox"/> King Page	9 7/8" x 13 7/8"	\$2,175	\$2,125	\$2,075	\$2,050
<input type="checkbox"/> 1/2 Page Vert	4 7/8" x 13 5/8"	\$1,650	\$1,625	\$1,600	\$1,575
<input type="checkbox"/> 1/2 Page Horiz	9 7/8" x 7"	\$1,650	\$1,625	\$1,600	\$1,575
<input type="checkbox"/> 1/4 Page	4 7/8" x 7"	\$1,075	\$1,050	\$1,025	\$1,000

### CLOSING DATES AND AD SPACE RESERVATION:

For ad space reservations deadlines for all issues, please contact Monica Griffiths at the number above.

### 2017 ISSUES:

- |                              |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|------------------------------|
| <input type="checkbox"/> Jan | <input type="checkbox"/> Apr | <input type="checkbox"/> Jul | <input type="checkbox"/> Oct |
| <input type="checkbox"/> Feb | <input type="checkbox"/> May | <input type="checkbox"/> Aug | <input type="checkbox"/> Nov |
| <input type="checkbox"/> Mar | <input type="checkbox"/> Jun | <input type="checkbox"/> Sep | <input type="checkbox"/> Dec |

- ☐ NEW AD      ☐ EXISTING AD

Please review the attached ad, cost, and run schedule and advise of any changes/corrections that you may have. If you approve the ad as set, the cost (per month), and the indicated run dates, please sign below and fax back to: 212-779-3279.

Signature \_\_\_\_\_

Date \_\_\_\_\_

### PLEASE FILL OUT BILLING INFORMATION BELOW:

Advertising Contact \_\_\_\_\_

Agency Name (if applicable) \_\_\_\_\_

Company / Name \_\_\_\_\_

Street / Suite # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### ADVERTISING INCENTIVES:

- ☐ Both Pubs Combo: 20% Discount = \_\_\_\_\_
- ☐ Buy Three & Get One Free
- Free Month = \_\_\_\_\_

### RATES & COST:

Base Rate = \_\_\_\_\_

Color Charge = \_\_\_\_\_

☐ 4-color (\$1,470)

Agency Discount: ☐ 15% = \_\_\_\_\_

**TOTAL COST PER MONTH** = \_\_\_\_\_