

## 2018 CLASSIFIED ADVERTISING RATES & INSERTION ORDER

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

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

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

FROM: Michael Perlowitz  
Pharmaceutical Media  
30 East 33rd Street, New York, NY 10016  
TEL: (212) 904-0374 FAX: (212) 779-3279  
Email: mperlowitz@pminy.com

### CLOSING DATES AND AD SPACE RESERVATION:

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

### 2018 ISSUES:

☐ Jan    ☐ Apr    ☐ Jul    ☐ Oct  
☐ Feb    ☐ May    ☐ Aug    ☐ Nov  
☐ Mar    ☐ Jun    ☐ Sep    ☐ 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 \_\_\_\_\_

### RATES (PER MONTH):

Size	Dimensions width & height	Price			
		1x	3x	6x	12x
<input type="checkbox"/> King Page	9 7/8" x 13 7/8"	\$2,220	\$2,170	\$2,115	\$2,090
<input type="checkbox"/> 1/2 Page (V)	4 7/8" x 13 5/8"	\$1,685	\$1,660	\$1,630	\$1,605
<input type="checkbox"/> 1/2 Page (H)	9 7/8" x 7"	\$1,685	\$1,660	\$1,630	\$1,605
<input type="checkbox"/> 1/4 Page	4 7/8" x 7"	\$1,100	\$1,075	\$1,050	\$1,025

### ADVERTISING INCENTIVES:

☐ Both Pubs Combo: 20% Discount = \_\_\_\_\_

☐ Buy Three & Get One Free

Free Month = \_\_\_\_\_

### RATES & COST:

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

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

☐ 4-color (\$1,600)

Agency Discount: ☐ 15% = \_\_\_\_\_

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