

MECHANICAL REQUIREMENTS

	LIVE AREA	TRIM SIZE	BLEED SIZE
SPREAD	15 1/2" x 10 1/4"	15 3/4" x 10 3/4"	16" x 11"
1 PAGE	7 3/8" x 10 1/4"	7 7/8" x 10 3/4"	8 1/8" x 11"
2/3 PAGE	4 5/16" x 10"		
1/2 PAGE SPREAD	15" x 5 1/2"	14 3/4" x 5"	
1/2 PAGE ISLAND	4 9/16" x 7 1/2"		
1/2 PAGE VERTICAL	3 3/8" x 10"		
1/2 PAGE HORIZONTAL	7" x 4 7/8"		
1/3 PAGE VERTICAL	2 3/16" x 10"		
1/3 PAGE SQUARE	4 9/16" x 4 7/8"		
1/4 PAGE VERTICAL	3 3/8" x 4 7/8"		
1/6 PAGE VERTICAL	2 3/16" x 4 7/8"		

RATES

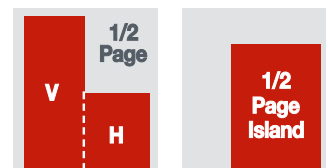
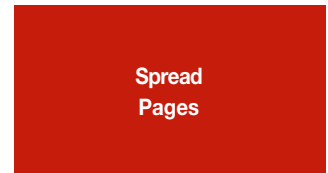
SIZE	1X	3X	6X	12X	18X	24X	30X
SPREAD	\$5,140	\$4,920	\$4,680	\$4,440	\$4,270	\$4,050	\$3,860
1/2 PG SPD	\$3,305	\$3,170	\$3,000	\$2,875	\$2,755	\$2,600	\$2,480
1 PAGE	\$2,570	\$2,460	\$2,340	\$2,220	\$2,135	\$2,025	\$1,930
2/3 PAGE	\$2,070	\$1,990	\$1,890	\$1,795	\$1,720	\$1,640	\$1,570
1/2 ISLAND	\$1,835	\$1,765	\$1,685	\$1,595	\$1,530	\$1,450	\$1,375
1/2 PAGE	\$1,650	\$1,585	\$1,500	\$1,440	\$1,375	\$1,300	\$1,240
1/3 PAGE	\$1,255	\$1,215	\$1,150	\$1,085	\$1,050	\$1,000	\$950
1/4 PAGE	\$1,070	\$1,035	\$985	\$940	\$885	\$845	\$800
1/6 PAGE	\$565	\$540	\$515	\$490	\$470	\$450	\$425

COLOR RATES	SPREAD
STANDARD/MATCHED INKS	\$475 \$600
4-COLOR	\$850 \$1,400
5-COLOR PMS	\$1,050 \$1,800

PREFERRED POSITIONS

GUARANTEED POSITIONS	10% premium
INSIDE COVER	\$545
BACK COVER	\$625

SEND AD MATERIALS TO AD COORDINATOR:
DEE BERRY
 (310) 642-4400, EXT. 234 | DBERRY@ASCENDMEDIA.COM



PSP : PLASTIC SURGERY PRACTICE — PRACTICE INSIGHTS AND INNOVATIONS

OVERVIEW
 CIRCULATION

EDITORIAL & ADDED-VALUE
 EDITORIAL CALENDAR

INTEGRATED PROGRAMS
 RATES & MECHANICALS

MECHANICALS & CONTRACT
 CONTACTS

PRODUCTION REQUIREMENTS

Preferred Ad Format: Press-ready PDF/PDFX-1a – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.

Color Proofs: For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

Production Charges: No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

AD MATERIALS POLICY

Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measure to contact the advertiser to promptly supply new materials. Or, the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

ISSUANCE, CLOSING DATE, AND CANCELLATION

Published 12 times per year. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

INSERTS

Check with advertising representative for ad space cost, plus bindery charge.

RATE ADJUSTMENTS

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

PAYMENT TERMS

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

GENERAL

All advertisements are accepted and published by the publisher based on the representations and warranties of the agency and/or the advertiser that such agency and/or advertiser have the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements. The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.

OVERVIEW

EDITORIAL & ADDED-VALUE

INTEGRATED PROGRAMS

MECHANICALS & CONTRACT

CIRCULATION

EDITORIAL CALENDAR

RATES & MECHANICALS

CONTACTS

BUSINESS & SALES

GROUP PUBLISHER

Darren Sextro

(913) 344-1406 | Fax: (913) 344-1405
dsextro@ascendmedia.com

ADVERTISING DIRECTOR

Bridget Blaney

(708) 366-0306 | Fax: (708) 366-0303
bblaney@ascendmedia.com

EDITORIAL

EDITOR

Jeffrey Frentzen

(310) 642-4400, ext 262 | Fax: (310) 641-1511
jffrentzen@ascendmedia.com

PRODUCTION

PRODUCTION MANAGER

Sharon Marsee

(310) 642-4400, ext 223 | Fax: (310) 641-1511
smarsee@ascendmedia.com

AD COORDINATOR

Dee Berry

(310) 642-4400, ext. 234 | Fax: (310) 641-4444
dberry@ascendmedia.com



ALLIED HEALTH CARE DIVISION OF ASCEND MEDIA

6100 Center Drive, Suite 1000
Los Angeles, CA 90045
(310) 642-4400 | Fax: (310) 641-1511
www.ascendmedia.com

[OVERVIEW](#)[EDITORIAL & ADDED-VALUE](#)[INTEGRATED PROGRAMS](#)[MECHANICALS & CONTRACT](#)[CIRCULATION](#)[EDITORIAL CALENDAR](#)[RATES & MECHANICALS](#)[CONTACTS](#)