

- ~ **Mechanical Requirement:** Medicine & Health Rhode Island is an 8.5 x 11 inch vertical layout publication, printed on offset press.
- ~ **Final Art:** Ads must be submitted as final art. Submit electronic files as high-resolution PDF (450dpi or better - 300 pdi absolute minimum) with all fonts and images embedded.
- ~ **Inserts/Specialties:** Inserts or special requests are priced individually. Call with specifications.
- ~ **RIMS Member Incentive:** Members of the Rhode Island Medical Society will receive a 10% discount.
- ~ **Advertising Agencies:** Agencies placing ads for clients will receive a 15% agency discount. Ads must be submitted as final art.

*** Four (4) Color Advertisement**
 Four (4) color is available for center spreads and the inside back cover. Costs are based on the size ad, as noted in the chart below, with an added cost of \$400-\$450, as listed.

DISPLAY AD RATE (per monthly placement)

Frequency		1 x Rate	3 x Rate	6 x Rate	12 x Rate	(per monthly placement)
Full page	6 1/2 x 9 1/2"	\$1,000	\$950	\$900	\$808	
1/2 page	6 1/2 x 4 3/4" horiz. 3 1/8 x 9 1/2" vert.	700	665	630	565	
1/4 page	3 1/8 x 4 3/4"	428	405	383	364	
1/8 page	3 1/8 x 2 3/8" horiz. 1 9/16 x 4 3/4" vert.	261	248	234	222	
1/16 page	1 9/16 x 2 3/8"	143	135	128	121	
*IBC	6 1/2 x 9 1/2"	1,500	1,275	1,148	1,033	
*CenterSpread	6 1/2 x 9 1/2"	1,500	1,275	1,148	1,033	
* Four (4) Color		Add \$450	Add \$400	Add \$400	Add \$400	

CLASSIFIED RATE (per monthly placement)

(New practice, new personnel announcement, office space available, relocation ads)

Frequency		1 x Rate	3 x Rate	6 x Rate	12 x Rate
1/2 page	(Same Sizes As Above)	\$595	\$565	\$537	\$510
1/4 page		383	363	345	330
1/8 page		234	222	211	200
1/16 page		128	122	116	110