

# YOUR INVESTMENT

## Mechanical Requirements

### AD SIZES WITHOUT BLEED

Full Page	6 $\frac{3}{4}$ x 9 $\frac{1}{2}$
$\frac{2}{3}$ Page Vertical	4 $\frac{1}{2}$ x 9 $\frac{1}{2}$
$\frac{1}{2}$ Page Vertical	3 $\frac{1}{4}$ x 9 $\frac{1}{2}$
$\frac{1}{2}$ Page Horizontal	6 $\frac{3}{4}$ x 4 $\frac{3}{4}$
$\frac{1}{3}$ Page Vertical	2 $\frac{1}{8}$ x 9 $\frac{1}{2}$
$\frac{1}{3}$ Page Square	4 $\frac{1}{2}$ x 4 $\frac{3}{4}$
$\frac{1}{4}$ Page Vertical	3 $\frac{1}{4}$ x 4 $\frac{3}{4}$
$\frac{1}{6}$ Page Vertical	2 $\frac{1}{8}$ x 4 $\frac{3}{4}$
Trim Size	8 $\frac{1}{8}$ x 10 $\frac{7}{8}$
Full Page, with bleed	8 $\frac{3}{8}$ x 11 $\frac{1}{8}$

### CLASSIFIED ADS

1 Column – 2 $\frac{3}{16}$ ", 2 Column – 4 $\frac{7}{16}$ ", 3 Column – 6 $\frac{3}{4}$ "

## Advertising Requirements

**Agency Commission:** 15% to recognized agencies

**Space Closing:** See editorial calendar

**Advertising Policy:** All advertisements are subject to review and approval by the editorial board.

The publisher reserves the right to place two or more fractional units on a page.

## General Requirements

**Printing Process:** Web offset, full run

**Binding Method:** Perfect

**Proofing:** Progressives, 2 Sets

**Rotation of Colors:** Yellow, cyan, magenta, black

**Digital Format:** Strongly encouraged. Call for specs.

**Film:** Camera-ready copy; negatives are preferred (right reading, emulsion side down); 120 line screen.

**Disposition of Materials:** Held one year from date of last insertion, then destroyed unless instructed otherwise.

## Online Advertising

<http://www.jce.divched.org/>

**Logo ads on selected pages**

**Hyperlink only:** \$1,575

Above pricing based on a full-year exposure, with minimum print advertising requirements met.

## Advertising Rates

B&W	1x	3x	6x	12x
Full Page	\$3,270	\$3,100	\$2,935	\$2,780
$\frac{2}{3}$ Page	2,495	2,360	2,235	2,115
$\frac{1}{2}$ Page	2,035	1,940	1,840	1,730
$\frac{1}{3}$ Page	1,630	1,555	1,475	1,400
$\frac{1}{4}$ Page	1,420	1,350	1,280	1,220
$\frac{1}{6}$ Page	1,210	1,155	1,085	1,025

### 2 Color

Full Page	\$3,985	\$3,795	\$3,600	\$3,400
$\frac{2}{3}$ Page	3,220	3,060	2,900	2,725
$\frac{1}{2}$ Page	2,765	2,630	2,495	2,350
$\frac{1}{3}$ Page	2,370	2,250	2,130	2,010
$\frac{1}{4}$ Page	2,150	2,050	1,940	1,830
$\frac{1}{6}$ Page	1,930	1,840	1,765	1,600

### 4 Color

Full Page	\$4,720	\$4,495	\$4,250	\$4,015
$\frac{2}{3}$ Page	3,950	3,775	3,555	3,335
$\frac{1}{2}$ Page	3,500	3,325	3,155	2,935
$\frac{1}{3}$ Page	3,100	2,935	2,790	2,630
$\frac{1}{4}$ Page	2,880	2,730	2,590	2,450
$\frac{1}{6}$ Page	2,670	2,525	2,400	2,265

### Covers

Cover 2/3	\$5,560	\$5,245	\$5,005	\$4,720
Cover 4	5,875	5,615	5,315	5,015

### Classified Rates

Display Listing:				
Per Inch	\$165	\$160	\$150	\$140

Same rates apply to Book Buyers Guide Supplement.

Send all space reservations and materials to:

**McNeill Group, Inc.**

Phone: 215-321-9662 • Fax: 215-321-9636

[jchemed@mcneill-group.com](mailto:jchemed@mcneill-group.com)

Please call your representative for more information.