

2010 Dialysis Brochure Advertising Rates

Mailed to an international list of 20,000

■ Sizes

| Sizes | Rates | Dimensions (Width X Depth) |
|--|---------|--------------------------------------|
| Two Page Spread* | \$2,000 | 16 X 10 inches |
| * does not include inside of cover and facing page | | |
| Full Page | \$1,500 | 7 1/2 X 10 inches |
| 1/2 Page Horizontal / Vertical | \$900 | 7 1/2 X 5 inches / 3 5/8 X 10 inches |
| 1/4 Page | \$450 | 3 5/8 X 5 inches |

■ Cover Rates

| | |
|----------------------------------|----------------------------|
| Inside Front Cover | \$3,000 (Premium Position) |
| Inside Front Cover & Facing Page | \$4,500 (Premium Position) |
| Inside Back Cover | \$2,000 (Premium Position) |
| Inside Back Cover & Facing Page | \$3,500 (Premium Position) |
| Back Cover | \$3,000 (Premium Position) |

■ Color Rates

| | |
|------------------------------|---------------------------------|
| Black only | Rates as listed above |
| C, M, Y, K (4-color process) | Add \$100 to rates listed above |

■ Production Requirements

Grayscale Photos:

- Furnish prints or slides to be scanned by the printer
- Scan at a resolution between 225 and 300 dpi at 100% of printing size
- File formats either eps or tiff

Line Art:

- Furnish prints or slides to be scanned by the printer
- Scan at a resolution of at least 600 ppi at actual printing size
- File formats either eps or tiff

Software supported by the printer:

Quark, PageMaker, InDesign, PhotoShop, Illustrator, Freehand, and Acrobat

Questions may be directed to Karen Schmidt at (573)445-3297 or
schmidtk@health.missouri.edu

| | |
|------------|---|
| Trim Size: | 8 1/2 X 11 inches |
| Margins: | 1/2 inch (side, top, bottom, and gutter on each side of bind) |
| Binding: | Saddlestitch |

■ Deadlines

| | |
|-------------------|------------------|
| Space deadline | October 16, 2009 |
| Material deadline | October 26, 2009 |

Return this form with check (drawn on a US bank) and artwork to:

Dialysis Conference
Attn: Elaine Rogers
2401 Lemone Industrial Blvd., DC345.00
Columbia, Missouri 65212
Phone: (573) 882-9973 • Fax: [573] 882=5666



Two Page Spread
16 X 10



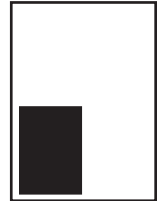
Full Page
7 1/2 X 10



Half Page
Horizontal
7 1/2 X 5



Half Page
Vertical
3 5/8 X 10



Quarter Page
3 5/8 X 5

Please reserve space in the 2010 Dialysis Brochure

- Ad Size:** Two Page Spread
 Full Page
 1/2 Page Horizontal
 1/2 Page Vertical
 1/4 Page

Position: Premium Yes No

Color: Black only
 C, M, Y, K

Total Cost _____

Company Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

Contact Person _____

Signature _____ Date _____