

	1 Time	4 Times
1 page	\$3550	\$3075
2/3 page	2935	2540
1/2 page (island)	2575	2240
1/2 page	2340	2010
1/3 page	1770	1540
1/4 page	1495	1310
1/6 page	1230	1025

Post Card (Tip-in): \$1325 plus \$23 per thousand, (Bind-in): \$1325 plus \$13 per thousand. These are noncommissionable.
Rates based on insertions placed during advertiser's contract within 12-month period.

PREFERRED POSITIONS \$275 extra/page
 Inside Covers \$450 extra/page
 Back Cover \$525 extra/page
 Note: Covers are available in 4-color only.

BLEED
 Single \$100 extra/page
 Spreads \$150 extra/page

COLOR RATES — Plus space cost
 Standard colors \$350
 Standard second colors on spreads \$450
 Special colors \$475
 Special second colors on spreads \$600
 4 color process one page \$975
 Metallic colors \$875

MECHANICAL REQUIREMENTS
 1 page (Trim).....8-1/8" (w) x 10-7/8" (h)
 2/3 page 346 pts (w) x 702 pts (h)
 1/2 page (island) 346 pts (w) x 531 pts (h)
 1/2 page Horizontal..... 525 pts (w) x 348 pts (h)
 1/2 page Vertical..... 256 pts (w) x 702 pts (h)
 1/3 page Vertical 167 pts (w) x 702 pts (h)
 1/3 page Square..... 346 pts (w) x 348 pts (h)
 1/4 page 256 pts (w) x 348 pts (h)
 1/6 page 167 pts (w) x 348 pts (h)
 Trim Size:.....8-1/8" x 10-7/8" (Bleed: 8-3/8" x 11-1/8")

PRODUCTION REQUIREMENTS
 The prepress department is Macintosh computer based. We accept PDFs that are PDF/X-1a compliant. All colors should be converted to CMYK, raster images at 300 dpi. 1/8 inch bleed all around for Full Page ads. Safe area is 1/8 inch all around. Proofs must be supplied or an additional charge will be incurred.

ISSUANCE AND CLOSING DATE
 Published bimonthly. Editorial closing is 45 days preceding cover date. Example: FEB/MAR issue closes DEC 10 for advertisements. No cancellation will be accepted after a closing date. When new copy is not furnished on or before the closing date for advertising firms, *RESPIRATORY THERAPY* is authorized to repeat the advertisement which last appeared or, in the event of no prior ad or no on-hand material, to print advertiser's name, address, and phone number. Fast-Close Availabilities: Up until ten days before publication date, *RESPIRATORY THERAPY* may offer a fastclose service; however, service is not available on all issues, Contact

Publisher to confirm fast-close availability for a specific issue. If no fast-close is available, late copy must be inserted at blueline, requiring a noncommissionable payment of \$100 additional. Cover schedules can be canceled only on a 90-day notice before closing date.

INSERTS SUPPLIED BY ADVERTISER
 Standard, multi-fold, and die-cut inserts accepted. Back-up charge for single sheet insert: \$1015 plus binding charge (contact publisher for current rates). Publisher should be supplied with sample insert four weeks prior to publication date in order to determine exact production requirements and costs. All inserts are to be shipped prepaid. Stock: minimum 60 lb., maximum 100 lb. Inserts to be backed must be white coated or equivalent.

RATE PROTECTION
 Duration-of-contract rate protection extended to advertisers specifying all insertion dates at time initial space order is accepted by the publisher. Publisher will "short-rate" any curtailment or cancellation of scheduled advertising at the highest published rate in effect at the time of such curtailment or cancellation. All orders are accepted subject to conditions stated on this card. Frequency discounts apply only to space used within a calendar year.

COMMISSION
 Agency commissions: 15% of gross to recognized agencies on space, color, bleed, and position if total amount due is paid in full within 30 days from insertion date, otherwise no agency commission is allowed.

PAYMENT POLICY
 Invoices are rendered at date of publication and are due 10 days following publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agents ordered and which advertising was published.

PRODUCTION CHARGES
 There is a charge for all production work, including typesetting; contact publisher for schedule of charges. All production charges are noncommissionable.

GENERAL
 All advertisements are accepted and published by the publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisement.

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

GOLDSTEIN & ASSOCIATES, INC.