

	1 Time	4 Times
1 page	\$ 3905	\$ 3383
2/3 page	3229	2794
1/2 page (island)	2833	2464
1/2 page	2574	2211
1/3 page	1947	1694
1/4 page	1645	1441
1/6 page	1353	1128

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**

Inside Covers	\$ 275 extra/page
Back Cover	\$ 450 extra/page
	\$ 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: Winter issue closes Nov 15 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, **Neonatal Intensive Care** 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, **Neonatal Intensive Care** 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 blue line, 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.