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2008 ADVERTISING RATES

EFFECTIVE DATE & DISCOUNTS

Calendar Year: *January 2008 thru December 2008*

Effective Rate Date: *January 2008*

Agency Commission: *15% Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.*

COLOR RATES

In addition to earned B/W rates; charged per color, per page or fraction

Standard	\$720
Matched Color	\$810
3 Color & 4 Color	\$1,650
5 Color	\$1,875

RATE PROTECTION *None*

COVERS *Add to earned B/W rate (color additional)*

2nd Cover	25%
3rd Cover	25%
4th Cover	50%

WELLS *Add to earned B/W rate (color additional)*

Top of well	15%
Back of well	10%

ADVERTISING INCENTIVE

Advertisers running in CJASN may run the same ad unit in JASN at 35% of rate.

SPECIAL POSITIONS

Add to earned B/W rate (color additional)

Page Facing 2nd Cover	25%
Page Facing 1st Text	25%
Page Facing Contents	25%

DISPLAY ADVERTISING RATES & DISCOUNTS

EARNED RATES

Earned rates are given to advertisers based on advertising frequency within a 12-month calendar year.

Frequency	1 Page	1/2 Page	1/4 Page
1X	\$1,695	\$1,135	\$815
6X	1,645	1,115	800
12X	1,560	1,065	750
24X	1,530	1,030	—
36X	1,480	1,010	—
48X	1,470	990	—
60X	1,455	970	—
72X	1,430	960	—
96X	1,390	950	—
120X	1,365	940	—

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for non-CME
publications!*

— Media-Chek Study,
PERQ/HCI. 2007

