



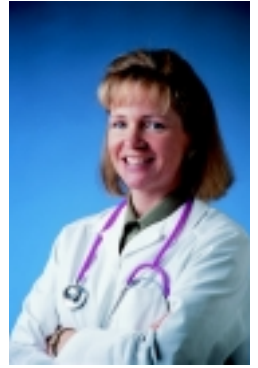
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MEDIA KIT.

Advertising Guide.

STANFORD MEDICAL REVIEW



Mailing Circulation Sample by Specialty

	San Francisco	New York	Boston	Sub Total
Allergy/Immunology	239	771	252	1,262
Cardiology	819	1,720	1,068	3,607
Dermatology	479	1,200	509	2,188
Internal Medicine/ Family Practice	4,859	4,339	2,078	11,276
Pediatrics	968	937	959	2,864
Pulmonary Disease	239	1,152	427	1,818
TOTAL				23,015

Unique Advantages of Advertising in the Stanford Medical Review

- ✂ Total Circulation of Approximately 20,000
- ✂ Some 7,000 are Stanford University Medical Alumni
- ✂ Distribution at Stanford University Hospital and University of California, San Francisco
- ✂ Direct mailed to physician offices (see sample specialty above)
- ✂ Bi-coastal distribution in California, New York, and Massachusetts
- ✂ Custom mailing and distribution to specific specialties or geographic regions available



YEAR 2000



Ad Rates.

Advertising Frequency

Black & White	1X	2X	3X	4X	5X
Full Page	\$1995	\$1955	\$1895	\$1835	\$1795
1/2 Page Spread	2383	2335	2264	2192	2145
2/3 Page	1556	1525	1478	1431	1400
1/2 Page	1256	1231	1194	1156	1131
1/3 Page	857	840	815	789	772
2 Color (Black & One Color)					
Full Page	\$2247	\$2202	\$2134	\$2067	\$2022
1/2 Page Spread	2467	2417	2343	2269	2220
2/3 Page	1752	1717	1665	1612	1577
1/2 Page	1415	1387	1344	1302	1274
1/3 Page	966	946	917	888	869
Four Color					
Full Page	\$2415	\$2366	\$2294	\$2221	\$2173
1/2 Page Spread	2635	2582	2503	2424	2371
2/3 Page	1883	1846	1789	1733	1695
1/2 Page	1521	1491	1445	1399	1369
1/3 Page	1038	1017	986	955	934
Cover					
Cover 2 Spread*	\$6342	\$6215	\$6024	\$5834	\$5707
Cover 3 Spread*	5071	4970	4817	4665	4564
Cover 4*	4620	4527	4389	4250	4158

Payment Terms: Net 30 days

***Does not include 15% bleed**

Mechanical Specifications

STANDARD UNITS

Full Page and Covers

2-Page Spread

2/3 Page (2 Columns)

1/2 Page (3 columns)

1/3 Page (1 column)

1/3 Page (2 column)

BLEEDS WITH TRIM

Full Page

Spread

Junior Spread:

1 full page

1 column flush to gutter

Dimensions

7" x 10"
178mm x 254mm

7 13/16" x 10"
198mm x 254mm

4 5/8" x 10"
118 mm x 254 mm

7" x 4 7/8"
178mm x 124mm

2 1/4" x 10"
57mm x 254mm

4 5/8" x 4 7/8"
118mm x 124mm

8 7/16" x 11"
215mm x 280mm

16 7/8" x 11"
429mm x 280mm

8 7/16" x 11"
215mmx280mm

3"x11"
76mmx280mm



Please include 2 print proofs for each advertisement