

BLACK & WHITE AD RATES

Earned rates are based on frequency of advertising insertions from individual corporations and their subsidiaries. For insertion of two or more pages, each page receives one insertion credit.

Size	1x	3x	6x	12x	24x	36x	48x
FULL PAGE	\$3,200	3,125	3,085	3,000	2,965	2,920	2,870
2/3 PAGE	2,425	2,400	2,380	2,345	2,285	2,240	2,205
1/2 ISLAND	2,280	2,240	2,205	2,170	2,120	2,080	2,050
1/2 PAGE	2,065	2,030	2,015	1,960	1,925	1,895	1,860
1/3 PAGE	1,535	1,495	1,470	1,450	1,430	1,400	1,375
1/4 PAGE	1,255	1,225	1,210	1,190	1,160	1,145	1,125

Color Ad Rates	Add to B/W rate
Color rates are per page or fraction thereof.	
STANDARD 2ND COLOR	\$575
MATCHED COLOR	840
3- OR 4- COLOR PROCESS	1,880
5-COLOR PROCESS	2,675
6-COLOR PROCESS	3,470

Cover and Preferred Placement	
All covers are 4-color only.	
2ND COVER (INSIDE FRONT)	25% of earned b/w rate
3RD COVER (INSIDE BACK)	No additional if with 4th cover, otherwise 15% of earned b/w rate
4TH COVER (BACK)	50% of earned b/w rate
PREFERRED POSITION	15% of earned b/w rate

Inserts	1x	3x	6x	12x	24x	36x	48x
2 PAGE	\$6,990	6,850	6,765	6,585	6,510	6,395	6,290
4 PAGE	13,975	13,705	13,525	13,170	13,015	12,790	12,580
6 PAGE	20,970	20,550	20,285	19,745	19,520	19,175	18,870
8 PAGE	27,950	27,395	27,040	26,330	26,025	25,570	25,160

SPECIAL PROJECTS. Consult special projects rate card for available rates.

CANCELLATIONS. Cancellations or changes in orders may not be made by the advertiser or agency after the published closing date.

TERMS. All charges for space are due 30 days from invoice date (same as actual date of issue) for recognized companies who have established credit. Any charges for typesetting, art, ad creation, reprints, etc. are to be prepaid.

RATE ADJUSTMENT. The rate for contracted ads during a contract year will be adjusted to reflect the actual numbers of ads run.

AGENCY COMMISSION. A commission of 15% of gross billing will be paid to recognized agencies for space, color and position for invoices paid within the terms stated.

CIRCULATION. *Practical Pain Management* is a controlled circulation publication mailed to over 45,000 medical practitioners routinely involved in the diagnosis, treatment, or management of pain (please see demographics).

PUBLISHER'S APPROVAL. Ads are accepted upon the representation that the advertiser and agency have the right to publish the contents thereof. In consideration of publication, the advertiser and agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication. The publisher reserves the right to reject or cancel any ad, insertion order, space reservation or position commitment at any time without cause. The publisher reserves the right to insert the word "Advertisement" above or below copy that is not easily recognized as advertising.

TRIM SIZE. The magazine trim size is 8 1/8" x 10 7/8". Binding is perfect bound unless bulk thickness is less than .125".

INSERT SPECIFICATIONS.

Bleed/Delivery size: 8 3/8 x 11 1/8
 Trim size: 8 1/8 x 10 7/8
 Safety Allowance for Live Area 1/2 inch
 Inside Stock 45 lb. Pubgloss 80
 Maximum Insert Weight 80 lb
 Insert Quantity 48,500 (incl. 4% overage)

ARTWORK. Negatives must be right-reading, emulsion side down. All screened negatives, including half-tones, are to be screened to a minimum of 133 lines (and a max of 150). Submit proofs with negatives. All color ads must be submitted with progressive proofs or match prints. All ad material will be precision drum-scanned to create a high-resolution TIFF graphic file dur-

CONTACT

Marvin L. Rosenfeld, Publisher/Advertising Manager at 310-374-8283, fax 310-379-1937, mlr@ppmjournals.com

ing pre-press to ensure faithful reproduction in the computer-to-plate process.

DIGITAL ARTWORK. Preferred file formats accepted are (PC or Mac): QuarkXpress, InDesign, Illustrator, and Photoshop or hi-res PDF (Acrobat 4.0 or higher). For proper trapping of your ad in the computer-to-plate printing process, all image backgrounds must be set to "NONE." A high quality proof must accompany the material. All images should be saved as CMYK at 300dpi. Graphics format should be tiff or eps. All fonts and screens must be included on disk.

PRESS-READY HI-RES X1A PDFs. For press-ready, high-res PDFs using the PDF/X1a standard, please verify that **fonts and images are embedded, all elements are encoded as CMYK,** and all image **trapping values** are correctly set for either **knockout or overprint.** Files will be accepted on the following media: CD, DVD, or electronic submission (see below).

MATERIAL TRANSMITTAL. All advertising material must be received no later than the 'Material Due Date' of the issue and submitted as follows:

1. Mail or Delivery Service — Send to:

Diane Paolo, Art Director
PPM Communications, Inc.,
37 Paul Lane, Glen Mills, PA 19342
610-558-9117, dmp@ppmjourn.com

2. Inserts shipping address:

Practical Pain Management
c/o Publishers Press
13487 South Preston Highway
Lebanon Junction, KY 40150
Contact: Sue Everson 1-800-214-1064

3. Electronic Submission:

Enter the following information in your FTP client software. Both username and password must be lowercase.

Host: www.PracticalPainManagement.com

Username: adcopy

Password: adcopy2002@ [note special character '@']

Also, please fax a laser proof of the ad and include: name and extension of each file uploaded, and the contact person name and phone number. The following list of invalid characters (between parentheses) can never be used in a file name:

(\ / : * ? " < > |).

4. Fax Proofs:

Please fax ad laser proofs to 610-558-1437.

Ad Commital and Material Deadlines			
2009 Issues	Ad Close	Mat'l Due	Issue Date
JANUARY/FEBRUARY	1/7/2009	1/9/2009	1/29/2009
MARCH	2/11/2009	2/13/2009	3/5/2009
APRIL	3/18/2009	3/20/2009	4/9/2009
MAY	4/22/2009	4/24/2009	5/14/2009
JUNE	6/3/2009	6/5/2009	6/25/2009
JULY/AUGUST	7/15/2009	7/17/2009	8/6/2009
SEPTEMBER	8/19/2009	8/21/2009	9/10/2009
OCTOBER	9/30/2009	10/2/2009	10/22/2009
NOVEMBER/DECEMBER	11/4/2009	11/6/2009	11/26/2009

Display Ad Sizes	Width	Depth
2 PAGE SPREAD	15 1/4"	10"
FULL PAGE	7 1/8"	10"
2/3 PAGE	4 3/4"	10"
1/2 PAGE ISLAND	4 3/4"	7 1/2"
1/2 PAGE VERTICAL	3 1/2"	10"
1/2 PAGE HORIZONTAL	7 1/8"	4 3/4"
1/3 PAGE VERTICAL	2 3/8"	10"
1/3 PAGE SQUARE	4 3/4"	4 3/4"
1/4 PAGE VERTICAL	3 1/2"	4 3/4"
1/4 PAGE HORIZONTAL	4 3/4"	3 1/2"

Material for Bleed	Bleed	Trim
FULL PAGE	8 3/8" x 11 1/8"	8 1/8" x 10 7/8"
2 PAGE SPREAD	16 1/2" x 11 1/8"	16 1/4" x 10 7/8"
HALF PAGE SPREAD	16 1/2" x 5 1/2"	16 1/4" x 5 3/8"
INSERT	8 3/8" x 11 1/8"	8 1/8" x 10 7/8"

Publisher and Advertising Manager

Marvin L. Rosenfeld
210 S. Helberta Ave, Redondo Beach, CA 90277
Office: 310-374-8283, Fax: 310-379-1937
mlr@ppmjourn.com

Insertion orders and accounts receivable to:

Nick Paolo, Exec. VP Operations
PPM Communications, Inc.
P.O. Box 390, Glen Mills, PA 19342-0390
Office: 610-558-9117, Fax: 610-558-1437
npx@ppmjourn.com

