

**SUPPLEMENTS**

Supplement cover must contain the words "A Supplement to *Practical Pain Management*" directly above or below the title.

	1x	3x	6x	12x	24x	36x	48x
<b>Supplement supplied by Advertiser (includes poly wrap, paper label, postage)</b>							
2 page	\$8,435	8,240	8,130	7,905	7,825	7,700	7,560
4 page	15,420	15,065	14,865	14,460	14,305	14,080	13,825
6 page	22,410	21,890	21,600	21,010	20,790	20,460	20,090
8 page	29,395	28,720	28,335	27,560	27,270	26,840	26,355
12 page	43,370	42,375	41,805	40,665	40,240	39,595	38,885
16 page	57,345	56,030	55,275	53,770	53,205	52,355	51,415
<b>Supplement printed by PPM (includes printing, binding, poly wrap, paper label, postage)</b>							
2 page	\$9,800	9,575	9,445	9,190	9,090	8,945	8,785
4 page	17,425	17,025	16,795	16,335	16,165	15,905	15,620
6 page	26,180	25,580	25,235	24,550	24,290	23,905	23,475
8 page	32,240	31,500	31,080	30,230	29,910	29,435	28,905
12 page	48,210	47,105	46,470	45,205	44,730	44,015	43,225
16 page	61,885	60,465	59,655	58,025	57,415	56,500	55,485

**COVER TIP, BELLY BAND, CD/PRODUCT**

Note: includes 75% earned BW rate for Cover position.

Special cover tip requirements:

1. **Full page cover tips** (sized 8" x 10 3/4") must contain the PPM masthead (supplied by PPM art department) and must allow space for addressing.
2. **Custom size cover tips** require a sitma (poly wrap) bag and paper label (per USPS).

3. **Belly Band** is tipped to cover and shipped without a sitma bag. 18 1/4" x 5 1/2" includes a 1 1/4" glue underlap with 2 folds (flat area = 17" x 5 1/2")
4. **CDroms and Product Samples** must be supplied in a sealed jacket. Requires a sitma bag and paper label. Price includes USPS required ride-along charge of \$0.155 per copy (quantity of 49,500).

	Sitma Bag	1x	3x	6x	12x	24x	36x	48x
<b>Supplied by Advertiser</b>								
1. Full Page Cover Tip	no	\$10,225	9,990	9,855	9,590	9,490	9,335	9,170
2. Custom Size Cover Tip	yes	11,800	11,530	11,375	11,065	10,950	10,775	10,580
3. Belly Band	no	10,800	10,530	10,375	10,065	9,950	9,775	9,580
<b>Printed by PPM</b>								
1. Full Page Cover Tip	no	\$12,050	11,770	11,615	11,295	11,175	11,000	10,800
2. Custom Size Cover Tip	yes	13,540	13,230	13,050	12,695	12,560	12,360	12,140
3. Belly Band	no	12,435	12,125	11,950	11,595	11,465	11,265	11,045
<b>CDrom/Product Sample Supplied by Advertiser</b>								
4. CD or Product Sample	yes	\$17,060	16,825	16,695	16,425	16,325	16,170	16,005

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

**INSIDE CARD/BUSINESS REPLY CARD (BRC)**

**Bound In:**

1. Full-page card (8 3/8" x 11 1/8 bleed; trims to 8 1/8" x 10 7/8")
2. Postcard 4 1/2" x 6" card with perf tab (8 3/8" wide)

**Tipped In:**

3. Full page, no bleed (7 5/8" x 10 5/8")
4. Postcard 4 1/2" x 6" card with perf tab (7 5/8" total width) or without perf tab (6" total width)

	1x	3x	6x	12x	24x	36x	48x
<b>BRC supplied by Advertiser</b>							

**Bound In**

1. Full-page card	\$6,990	6,830	6,735	6,555	6,485	6,380	6,265
2. Postcard	7,115	6,950	6,860	6,670	6,600	6,495	6,380
*Card accompanied by full-page ad	3,200	3,125	3,085	3,000	2,965	2,920	2,870

**Tipped In**

3. Full-page card	\$7,830	7,650	7,545	7,340	7,265	7,145	7,020
4. Postcard	7,960	7,780	7,670	7,465	7,385	7,265	7,135
*Card accompanied by full-page ad	4,040	3,945	3,890	3,785	3,745	3,685	3,620

**BRC printed by PPM (may be printed up to 4C both sides)**

**Bound In**

1. Full-page card	\$8,810	8,605	8,490	8,260	8,175	8,045	7,900
2. Postcard	8,755	8,550	8,435	8,205	8,120	7,990	7,850
*Card accompanied by full-page ad	4,925	4,810	4,750	4,620	4,570	4,495	4,415

**Tipped In**

3. Full-page card	\$9,650	9,430	9,300	9,050	8,950	8,810	8,650
4. Postcard	9,700	9,475	9,350	9,095	8,995	8,855	8,695
*Card accompanied by full-page ad	6,145	6,000	5,920	5,760	5,700	5,610	5,510

\*Special rate for a full-page card or postcard accompanied by a full-page 4C advertisement in the same issue.

**Specifications for ads provided by advertisers:**

Insert provide at bleed size: 8 3/8 x 11 1/8"

Supplement provide at trim size: 8 1/8" x 10 7/8"

Cover Tip provide at reduced trim size: 8" x 10 3/4"

Safety Allowance for Live Area: 1/2 inch

Inside Stock: 45 lb.

Maximum Insert Paper Weight: 80 lb

Printed Materials Quantity: 49,500

**Other Special Projects:**

Please request a quote from Marvin Rosenfeld  
310-374-8283; mlr@ppmjourn.com

**Mail Insertion Orders to:**

PPM Communications, Inc.  
P.O. Box 390, Glen Mills, PA 19342-0390  
or Fax to: 610-558-1437

**Ship Artwork to:**

Diane Paolo, Art Director  
PPM Communications, Inc.  
37 Paul Lane, Glen Mills, PA 19342  
Office: 610-361-0555

**Ship Inserts directly to:**

Practical Pain Management  
c/o Publishers Press  
13487 South Preston Highway  
Lebanon Junction, KY 40150  
Contact: Jeff Newton, 1-866-644-3705