

# Rate Card 2011-2013

*MEDICC Review*, a quarterly peer-reviewed journal, is the only English-language publication dedicated to Cuban medical and public health policy, research, programs, and outcomes. Since 1999, *MEDICC Review* has provided a consistent source for balanced analysis of Cuban health paradigms and practical results. Each issue of *MEDICC Review* focuses on a global health issue in which Cuban research and practice have made their mark.

## General Advertising Rates

*MEDICC Review* is printed in two colors on all inside pages. The inside and outside cover pages are printed in four colors. Advertisements are accepted for the print version only.

<b>Full Page Ad</b>	<b>½ Page Ad</b>	<b>¼ Page Ad</b>
Black & White - \$525	Black & White - \$225	Black & White - \$100
2-Color - \$600	2-Color - \$300	2-Color (only) - \$175
4-Color - \$700	4-Color - \$375	4-Color - \$225

## Media

The following file formats are accepted: PDF, EPS, TIFF and high-resolution JPG (300 dpi). Scan black and white images at 266 dpi, 4-color process images at 300 dpi (CMYK). All printer and screen fonts must be included, even fonts embedded in art files, logos, etc. High resolution files from stock-photo disks should be converted to CMYK TIFFs and placed directly into the document.

## Mechanical Requirements

- ▶ Publication Trim Size: 8½ x 11"
- ▶ Publication Stock: 60lb inside text, 80lb cover
- ▶ Binding: Saddlestitch
- ▶ Printing Process: Cover and inside text - offset press

## Dimensions

Full page: 7¼" x 9-3/4"



Half page: 7¼" x 4" (horizontal)



Half page: 4" x 7¼" (vertical)



Quarter page: 3¼" x 4"



Bleeds are acceptable. (The trim size of the finished journal is 8½ x 11")

## 2011-2013 Deadlines

Issue	Reservation	Copy Deadline
October 2011	August 15, 2011	September 2, 2011
January 2012	October 3, 2011	October 17, 2011
April 2012	February 1, 2012	February 15, 2012
July 2012	May 1, 2012	May 15, 2012
October 2012	August 15, 2012	August 29, 2012
January 2013	November 1, 2012	November 15, 2012
April 2013	February 1, 2013	February 15, 2013
July 2013	June 3, 2013	June 17, 2013

All ad submissions must be approved by *MEDICC Review* for content and professionalism in keeping with the publication's standards. Sample copy available upon request.

## MEDICC REVIEW Advertisement Space Reservation Form

Fax to 678-904-8096

Date: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Advertiser: \_\_\_\_\_ Advertisement:  Recruitment  Non-Recruitment  
Contact: \_\_\_\_\_ Phone/Fax: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_  
Website: \_\_\_\_\_

Please reserve space in the following *MEDICC Review* Issue(s):

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Month/Issue: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

### Color

- Black and White
- 4-Color (CMYK)
- 2-Color (CMYK)

### Material(s)

- Art to follow
- Art sent via email
- Art submitted via FTP (with e-mail designating file name and location).

## Submission

Email ad copy to: [review@medicc.org](mailto:review@medicc.org)

Mail check payments (payable to MEDICC) to:  
MEDICC Advertising  
PO Box 361449  
Decatur, GA 30036

Corrections: Murlean Tucker, 678-904-8091.

## Terms

All invoices are payable within 30 days of invoice date. Accounts not paid within 30 days are subject to a late charge of 2% per month. Cancellations for space reservations are not accepted after closing dates. All cancellations must be made in writing by the material deadline dates.