

PARKHURST EXCHANGE

Solutions for the patients
you see every day

Parkhurst Exchange provides advertisers with an editorial environment that speaks to doctors in their own language about the diagnosis, treatment and cure of the patients they see in their practices every day. Each year physicians send in more than 5,000 questions, the most pertinent of which are answered in the journal. This popular Q&A feature is extensively supplemented with doctor-written articles based on wide-ranging dialogues with many of the 42,000 physicians who receive the journal.

2009 Rates • Schedules • Specs

Rates

B/W	1X	6X	12X	24X	36X	48X	60X	72X	96X	144X	192X
1 Page	2640	2580	2510	2450	2390	2340	2290	2260	2200	2140	2100
2/3 page	2460	2430	2380	2330	2270	2190	2150	2130	2070	2010	1990
1/2 page	1830	1800	1760	1710	1660	1620	1590	1570	1530	1490	1470
1/3 page	1320	1300	1270	1230	1200	1160	1040	1130	1100	1070	1050
1/4 page	1000	980	950	930	900	880	870	860	830	810	790
1/6 page	730	710	700	680	660	640	630	620	610	590	580

Colour

Spot colour: \$910

Matched: \$1225

Metallic: \$1725

4-colour process: \$1840

Preferred and guaranteed positions: 15%-25% surcharge on earned b/w rate

Special positions

IFC/IBC: \$5700 incl. 4/c

OBC: \$6200 incl. 4/c

Issue and material dates

Month of publication	Publication date	Advertising closing	Material due
January	January 5	December 5	December 12
February	February 4	January 5	January 12
March	March 4	February 5	February 12
April	April 3	March 5	March 12
May	May 4	April 6	April 13
June	June 4	May 5	May 12
July/August	August 4	July 6	July 13
September	September 3	August 5	August 12
October	October 5	September 7	September 14
November	November 4	October 5	October 13
December	December 3	November 5	November 12

Earned rates & agency discounts

Earned rates are based on the total amount of space run in 12 consecutive months. Frequency discounts available. Commission: 15% of gross billing to recognized agencies. Terms: Net 30 days. The Advertising Agency and the client are jointly and severally responsible for the payment of invoices.

Insert requirements

Quantity required: 44,000; 2, 4, 6, 8-page inserts; full page only.

Maximum weight of stock: single leaf inserts not to exceed 80 lb; multiple-page 70 lb based on a 25" x 38" sheet.

- Inserts to be untrimmed 8 1/8" x 11" on binding edge (provide 1/4" trim top and bottom).
 - Inserts printed in US must carry "Printed in the USA."
 - Inserts must be delivered in uniform boxes weighing 35lb maximum on skids measuring 42" x 48" labelled "Parkhurst Exchange."
 - Ship inserts to Parkhurst Exchange c/o Transcontinental Interweb: 1603 boul. Montarville, Boucherville, QC, J4B 5Y2, at least 14 days prior to publication date.
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Printing

Type: web offset

Binding: perfect binding

Total qualified circulation

41,920 physicians. Parkhurst Exchange is distributed nationally to general practitioners, family medicine specialists and medical specialists. (CCAB, March 2008, www.parkhurstexchange.com/ad_info)

Technical specifications for digital ads

- Adhere to ISO standard file formats endorsed by Magazines Canada (www.magazinescanada.ca).
- Only PDF-X1a or PDF-X3 or collected/packaged QuarkXPress 4.11 and upward, InDesign CS2 and upward file formats, including all postscript fonts, are accepted.
- When generating PDF-X files, Open Prepress Interface (OPI) must not be selected in the Output tab of Export Layout as PDF, nor in the Advanced tab in InDesign.
- **All colours must be edited in CMYK, unless a 5th (or more) PMS colour has been contracted.**
- Document sizes should be set to the final trim size of the magazine page with a minimum of 1/8" for bleeding elements for full-page submissions.
- Crop marks must be set to 12 pts away from trim.
- Multiple crop marks on ads must clearly indicate trim sizes.
- P.I. (Prescribing Information) must be edited in black only (no CMYK).
- In the case of a PMS colour, DCS 2.0 separations must be used. All other attached files (e.g. Photoshop, Illustrator, Freehand EPS, TIFF) must be saved in CMYK.
- Photoshop files must be sized correctly, scaled at 100% size and saved as EPS or TIFF with all colours saved accordingly.
- Illustrator files must be saved as EPS and all type converted to outline.
- For all native application files, trapping must be set to default.
- Material is to be supplied on CD or DVD.
- All material must be supplied with final dye-sublimation colour proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size.

Advertising specifications

Halftone requirements: 150 screen

Two final size high-resolution color proofs must be provided for press match.

Publisher not responsible for reproduction of color advertisements unless valid colour proofs are supplied.

Bleed fractional ads: type must be minimum 3/8" from trim.

Mechanical requirements: width x height

Live area: 7" x 10"

DPS live area: 15" x 10"

Trim size: 7 7/8" x 10 3/4"

DPS trim size: 15 3/4" x 10 3/4"

Bleed size: 8 1/8" x 11"

DPS bleed size: 16" x 11"

Units

Unit	No bleed – width x height	Bleed – width x height
2/3 vertical	4 1/2 x 10	5 x 11
1/2 vertical	3 1/2 x 10	4 x 11
1/2 horizontal	7 x 4 7/8	8 1/8 x 5 1/4
1/3 vertical	2 1/4 x 10	2 11/16 x 11
1/3 horizontal	7 x 3 1/4	8 1/8 x 3 3/4
1/4 square	3 1/2 x 5	4 x 5 1/2
1/6 square	3 1/2 x 3 1/4	4 x 3 3/4

Web advertising available upon request.

Material/Insertion orders sent to:

Parkhurst Exchange, Attention Production Department

400 McGill Street, 3rd Floor Montreal, QC, H2Y 2G1; **Email:** ads@parkpub.com

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