

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.

www.parkhurstexchange.com

2010 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

Bleed: N/C

Special positions

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

OBC: \$6200 incl. 4/C

(CVDs are not applicable to covers.)

Preferred and guaranteed positions:

15%–25% surcharge on earned b/w rate

Special sections

February: Cardiology

April: Allergy/Asthma

November/December: Diabetes

Issue and material dates

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

Earned rates & agency discounts

Earned rates are based on the total amount of space run in 12 consecutive months. Corporate Volume Discounts (CVD) 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.

Total qualified circulation

43,346 physicians. Parkhurst Exchange is distributed nationally to general practitioners, family medicine and medical specialists. (CCAB, March 2009, www.parkhurstexchange.com/ad_info)

Printing Type: web offset Binding: perfect binding

Insert requirements

Quantity required: 43,000; supplied 2, 4, 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.

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 colour proofs must be provided for press match.

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

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

Mechanical requirements: width x height

Full page live area: 7" x 10"

Full page trim size: 7 7/8" x 10 3/4"

Full page bleed size: 8 1/8" x 11"

DPS live area: 15" x 10"

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

DPS bleed size: 16" x 11"

Web advertising

available upon request

Units

2/3 vertical

1/2 vertical

1/2 horizontal

1/3 vertical

1/3 horizontal

1/4 square

1/6 square

No bleed – width x height

4 1/2 x 10

3 1/2 x 10

7 x 4 7/8

2 1/4 x 10

7 x 3 1/4

3 1/2 x 5

3 1/2 x 3 1/4

Bleed – width x height

5 x 11

4 x 11

8 1/8 x 5 1/4

2 11/16 x 11

8 1/8 x 3 3/4

4 x 5 1/2

4 x 3 3/4

Send material/insertion orders to:

Parkhurst Exchange, Attention Elaine Mackasey, 400 McGill Street, 3rd Floor, Montreal, QC H2Y 2G1

Email: elaine@parkpub.com; **Phone:** (514) 397-8833, ext. 108; **Fax:** (514) 397-0228

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