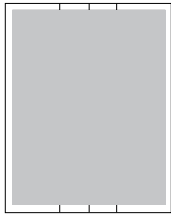


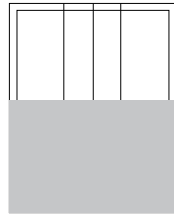
Mechanical Specifications



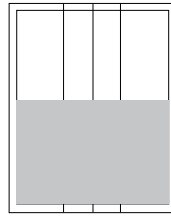
Full Page Bleed
10 1/4" x 12 1/4"
(Trim 10" x 12")



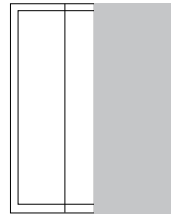
Full Page Non-Bleed
8 3/4" x 10 3/4"



Half Page Horiz. Bleed
10 1/4" x 6"
(Trim 10" x 5 3/4")



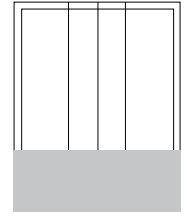
Half Page Horiz. Non-Bleed
8 3/4" x 5 1/4"



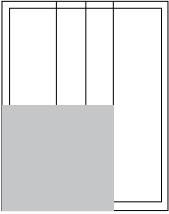
Half Page Vert. Bleed
5" x 12 1/4"
(Trim 4 3/4" x 12")



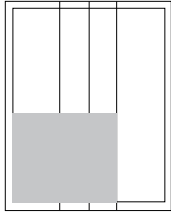
Half Page Vert. Non-Bleed
4 1/4" x 10 3/4"



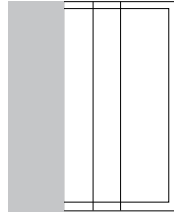
Strip Ad Bleed
10 1/4" x 3 3/4"
(Trim 10" x 3 1/2")



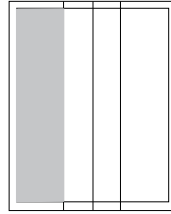
Third Page Horiz. Bleed
6 1/2" x 6"



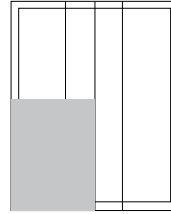
Third Page Horiz. Non-Bleed
5 3/4" x 5 1/4"



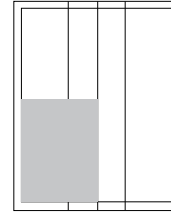
Third Page Vert. Bleed
3 1/2" x 12 1/4"
(Trim 3 1/4" x 12")



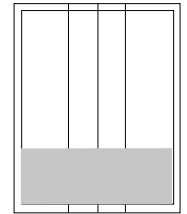
Third Page Vert. Non-Bleed
2 3/4" x 10 3/4"



Quarter Page Bleed
5" x 6"
(Trim 4 3/4" x 5 3/4")



Quarter Page Non-Bleed
4 1/4" x 5 1/4"



Strip Ad Non-Bleed
8 3/4" x 3"

Trim Size: 10" x 12"

Binding: Saddle (subject to change)

Reproduction Requirements:

All necessary crop and registration marks. Two sets of high quality proofs required. The word "advertisement" may be added to copy that, in the publisher's opinion, resembles editorial matter.

Disposition:

Film not called for within 12 months of insertion will be destroyed. Inserts will be held for six months.

Bellybands

12 1/2" (w) x 6" (h) **Center panel:** 10"

Allow 1" glue space on both ends

Stock: 70 lb., Pub Gloss 87

Bellyflaps

10" (w) x 6" (h) Allow 1" glue space

Stock: 70 lb., Pub Gloss 87

Insert Requirements:

Two-Page, full size cards/inserts - must tip

Jog to head (standard)

Allow 1/8" head, 1/8" face & 1/8" foot

All live matter must be 1/4" from the trim size

- 1/8" head - 1/8" foot

Spoilage Allowance: 4% of the print count. Must

have 1/8" head trim. May not exceed .5" for

the face and foot trim.

a. Sizes:

Untrimmed size: 8" x 11"

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

Trims 1/8" head, 1/8" foot. Jogs at head.

All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding.

b. Stock:

One leaf (2 pages) - 80 lb. maximum.

Multiple leaf inserts - 70 lb. maximum.

Insert Quantities:

Primary Care/Cardiology	113,500
Endocrinology	5,500
Neurology	12,500
Psychiatry	28,500
Oncology	22,500
Pediatrics	25,000
Hospitalist	10,500
Oncology Nurses	21,000

Shipping:

Customer-furnished cards or inserts should be either carton packed or stacked in E-containers.

Skids must be marked on all four sides with the title of the magazine and date of issue. A

sample of the card or insert should be placed

on all four sides of the container. A packing

list should also be included showing the exact

amount shipped and total number of cartons or

skids.

Digital Files:

MDNG accepts digital files in the following MAC

OS X formats:

• Press-Ready PDF's (Acrobat 6.0 preferred)

• EPS or TIFF (Photoshop or Illustrator CS)

Ship Digital Files and Insert Samples To:

Attention: Ari Mihos

Intellisphere, LLC

666 Plainsboro Road, Suite 300

Plainsboro, NJ 08536

The CD-ROM must be accompanied by two sets of matchprints or similar high-quality color proofs.

Contracts:

Subject to publisher's approval.

Rate/Circulation Guarantee:

Rates and/or circulation subject to change within 45 days' notice. Contracts accepted with the understanding that rates and circulation will be guaranteed for two months beyond last issue closed.

Contracts, Insertion Orders, Reproduction Material, Progressive Proofs, and Other Instructions:

MDNG

Intellisphere, LLC

666 Plainsboro Road, Suite 300

Plainsboro, NJ 08536

(609) 716-7777 (Phone)

(609) 716-4747 (Fax)

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or (609) 716-7777 ext. 118