

HIGHER ED MARKETING

HIGHER EDUCATION MARKETING REPORT

RATE SHEET

DISPLAY ADVERTISING RATES

BLACK & WHITE ONLY

	Size/Dimensions	1x	3x	6x	12x
Full Page	7-1/2 x 10	\$700	675	650	625
Junior Page	5 x 10	\$500	475	450	425
Half Page	7-1/2 x 5	\$350	325	300	250
One-Third Page	2-1/2 x 10	\$250	225	200	175
Quarter Page	4-1/4 x 5	\$175	150	125	100
Inserts *does not include additional postage		\$750	725	700	675

GENERAL RULES

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish contents thereof. In acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringements.

ACCEPTANCE RULES

Display advertising is accepted for equipment, suppliers or publications related to healthcare marketing. All advertising is subject to editorial approval.

COMMISSION

15 percent of gross billings to recognized agencies provided payment is received within 30 days of invoice date.

CANCELLATIONS

Cancellations are not accepted after published space closing dates.