

## CIRCULATION INFORMATION

Rates are based on averaged circulation in excess of **14,500** for the print editions. On line PDF usage is not included in averaged calculations.

## COMMISSION, CREDIT AND CASH DISCOUNT

15% to recognized agencies; 2% – 10 days from invoice date. Net 30 days. It is understood that all orders for space are accepted subject to our credit requirements.

## GENERAL CONDITIONS

- a. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- b. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, color, or position commitment.
- c. Positioning of advertisements is at the discretion of the publisher except where a request for specific preferred position is acknowledged by publisher in writing. The first-right-of-refusal is given to previous advertisers who pay their accounts within 30 days.
- d. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
- e. Publisher will not be liable for delays in delivery when conditions beyond the control of the publisher affect production.
- f. A service charge of 1½% per month, which is an annual rate of 18%, will be charged on all overdue accounts.
- g. Advertisers submitting non-conforming electronic files will be notified and allowed to resubmit corrected files or pay publisher to make corrections.



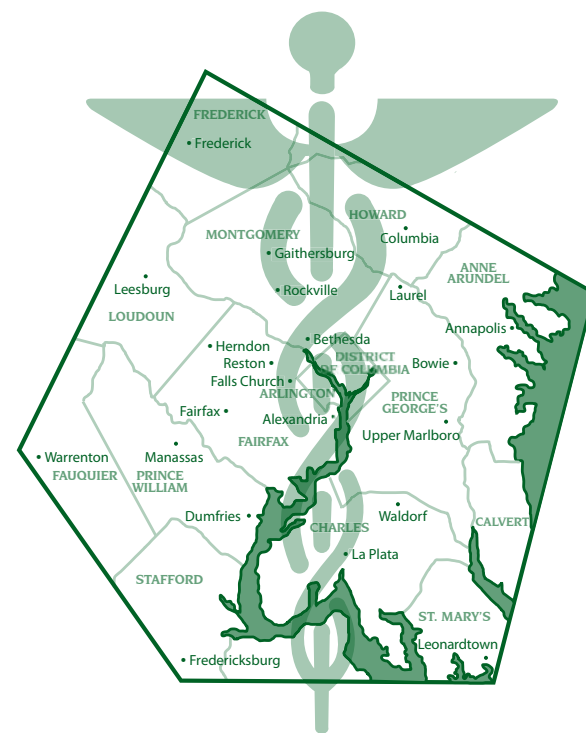
**The Washington Physicians Directory**  
P.O. Box 4436, Silver Spring, Maryland 20914  
301-384-1506 Fax 301-384-6854  
wpd@wpdnetwork.com

## ADVERTISING

# Rates

**2010 EDITION** (Rate Card #48)

NPI's Included



## The Washington Physicians Directory

P.O. Box 4436, Silver Spring, Maryland 20914  
301-384-1506 Fax 301-384-6854  
wpd@wpdnetwork.com

## BLACK & WHITE RATES

Back Cover	\$5,365.00*
Inside Covers	\$3,975.00*
Two Page Spread	\$4,240.00
Full Page	\$2,355.00
1/2 Page	\$1,370.00
1/4 Page	\$ 860.00
1/8 Page	\$ 535.00

Multiple ad discount is 10%

\*Includes required 4-color process charge.

## TIP-IN REPLY CARD

4-color	\$3,835.00*
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\*Plus \$1,700 production cost (non-commissionable)  
Includes 4-color process (CMYK – **NO RGB**) on coated stock

## COLOR RATES

4-color	\$500.00 plus Black and White Rate
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Process CMYK only (**RGB** is unacceptable)  
All spot colors will be built using CMYK.

## SPECIFIED AD PLACEMENT

Extra	\$350.00
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Subject to availability – see General Conditions

## AD SIZES

**Full Page Bleed**  
6½" x 9½"

**Full Page**  
5" x 8"

**1/2 Page**  
5" x 4"

**1/4 Page**  
5" x 2"

**1/8 Page**  
5" x 1"

**Tip-in reply card** – Call for specification sheet

Ad design is available at an additional cost.

## MECHANICAL REQUIREMENTS

SIZE OF MATERIAL	WIDTH	DEPTH
Trim size	6¼"	9"
Image area	5"	8"
Bleed size	6½"	9½"

(All live copy and/or illustrations must be kept at least ½" from all trim or binding edge.)

**R.O.P.:** printed web offset.

Electronic files required: QuarkXPress, Illustrator, InDesign – press quality (high resolution) PDF with fonts embedded or outlined preferred. For EPS files, save with a PC Preview. If **all fonts** are not embedded or outlined, include printer and screen font files. Proofs required. All color **must be** CMYK. Please contact the publisher if you have spot color or questions concerning the compatibility of your software.

## COMPLIMENTARY COPIES

1/8 Page	One
1/4 Page	Two
1/2 Page	Three
Full Page	Four
Covers & Tip-ins	Six

All advertisers will receive one complimentary OnLine subscription in addition to the appropriate number of print editions. They may also purchase additional print editions for just \$30.00 each.

## ISSUANCE & CLOSING DATES

Published March 31, 2010

	CLOSING DATES
Space Reservation	December 31, 2009
Copy & material for ads prepared by publisher	December 31, 2009
Electronic files/ Camera-ready material	January 8, 2010

## ONLINE PRESENCE

In addition to our print distribution, your advertisement is available in a downloadable PDF format to anyone who visits our web site. This is a FREE benefit for all display advertisers. Also, display advertisers in *The 2010 Washington Physicians Directory* will be contacted first regarding advertising opportunities available on [www.wpdnetwork.com](http://www.wpdnetwork.com) and our OnLine Edition. Our target date for OnLine advertising implementation is March 31, 2010.

## MAIL INSERTION ORDERS, CONTRACTS & PRODUCTION MATERIALS TO:

The Washington Physicians Directory  
P.O. Box 4436  
Silver Spring, MD 20914

**OR E-MAIL TO:** [wpd@wpdnetwork.com](mailto:wpd@wpdnetwork.com)