

50th ANNIVERSARY EDITION

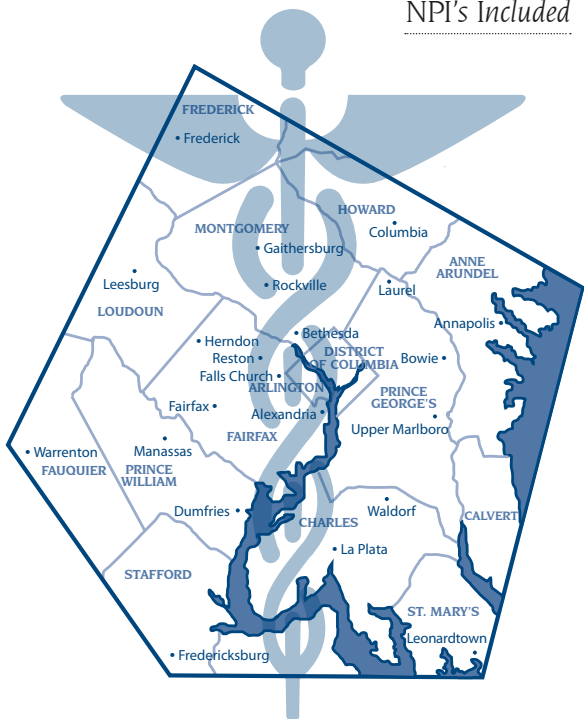


ADVERTISING

Rates

2012 EDITION (Rate Card #50)

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	\$5,535.00*
Inside Covers	\$4,100.00*
Two Page Spread	\$4,320.00
Full Page	\$2,400.00
1/2 Page	\$1,415.00
1/4 Page	\$ 890.00
1/8 Page	\$ 555.00

Multiple ad discount is 10%
*Includes required 4-color process charge.

TIP-IN REPLY CARD

4-color	\$3,925.00*
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*Plus \$1,800 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.

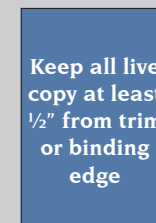
SPECIFIED AD PLACEMENT

Extra	\$350.00
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Subject to availability – see General Conditions

AD SIZES

Trim size 6 1/8" x 9"



Full Page Bleed
6 1/2" x 9 1/2"



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	6 1/8"	9"
Image area	5"	8"
Bleed size	6 1/2"	9 1/2"

(All live copy and/or illustrations must be kept at least 1/2" 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.

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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 or online subscriptions for just \$30.00 each.

ISSUANCE & CLOSING DATES Published March 31, 2012

	CLOSING DATES
Space Reservation	December 23, 2011
Copy & material for ads prepared by publisher	December 23, 2011
Electronic files	January 6, 2012

ONLINE PRESENCE

In addition to our print distribution, your advertisement is available in a searchable PDF format to anyone who visits our website. Also, display advertisers in **The 50th Anniversary Edition** of *The Washington Physicians Directory* will receive discounted rates on banner ads on www.wpdnetwork.com and our OnLine Edition.

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

CIRCULATION INFORMATION

The Washington Physicians Directory is this medical community's primary source for accurate and complete information for the entire Washington metropolitan area. Annually, over 80% of our paid and complimentary* circulation goes directly to medical practices, area hospitals, and other health organizations. The circulation for The 50th Anniversary Edition (print and online) should exceed our five-year average of approximately 14,000.

*The WPD may send complimentary copies to solicit listings from M.D.s and D.O.s not listed in current editions.



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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

- 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.
- 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.
- 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.
- Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
- Publisher will not be liable for delays in delivery when conditions beyond the control of the publisher affect production.
- A service charge of 1½% per month, which is an annual rate of 18%, will be charged on all overdue accounts.
- Advertisers submitting non-conforming electronic files will be notified and allowed to resubmit corrected files or pay publisher to make corrections.