

| | 1 Time | 3 Times | 6 Times |
|-------------------|--------|---------|---------|
| 1 page | \$3550 | \$3345 | \$3075 |
| 2/3 page | 2935 | 2755 | 2540 |
| 1/2 page (island) | 2575 | 2425 | 2240 |
| 1/2 page | 2340 | 2195 | 2010 |
| 1/3 page | 1770 | 1665 | 1540 |
| 1/4 page | 1495 | 1415 | 1310 |
| 1/6 page | 1230 | 1115 | 1025 |

Post Card (Tip-in): \$1325 plus \$23 per thousand, (Bind-in): \$1325 plus \$13 per thousand. These are noncommissionable.

Rates based on insertions placed during advertiser's contract within 12-month period.

PREFERRED POSITIONS

| | |
|---------------------|------------------|
| | \$275 extra/page |
| Inside Covers | \$450 extra/page |
| Back Cover | \$525 extra/page |

Note: Covers are available in 4-color only.

BLEED

| | |
|---------------|------------------|
| Single | \$100 extra/page |
| Spreads | \$150 extra/page |

COLOR RATES — Plus space cost

| | |
|---|-------|
| Standard colors | \$350 |
| Standard second colors on spreads | \$450 |
| Special colors | \$475 |
| Special second colors on spreads | \$600 |
| 4 color process one page | \$975 |
| Metallic colors | \$875 |

MECHANICAL REQUIREMENTS

| | Width | Depth | Width | Depth |
|------------------------|---------|---------|--------|--------|
| 1 page (Trim)..... | 8-1/8" | 10-7/8" | | |
| 2/3 page | 4-7/8" | 9-7/8" | | |
| 1/2 page (island) | 4-7/8" | 7-3/8" | | |
| 1/2 page | 7-1/2" | 4-7/8" | 3-1/2" | 9-7/8" |
| 1/3 page | 2-5/16" | 9-7/8" | 4-7/8" | 4-7/8" |
| 1/4 page | 3-1/2" | 4-7/8" | | |
| 1/6 page | 2-5/16" | 4-7/8" | | |

Trim Size: 8-1/8" x 10-7/8" (Bleed: 8-3/8" x 11-1/8")

PRODUCTION REQUIREMENTS
The prepress department is Macintosh computer based. We accept PDFs that are PDF/X-1a compliant. All colors should be converted to CMYK, raster images at 300 dpi. 1/8 inch bleed all around for Full Page ads. Safe area is 1/8 inch all around. Proofs must be supplied or an additional charge will be incurred.

ISSUANCE AND CLOSING DATE
Published bimonthly. Editorial closing is 45 days preceding cover date. Example: FEB/MAR issue closes DEC 10 for advertisements. No cancellation will be accepted after a closing date. When new copy is not furnished on or before the closing date for advertising firms, RESPIRATORY THERAPY is authorized to repeat the advertisement which last appeared or, in the event of no prior ad or no on-hand material, to print advertiser's name, address, and phone number. Fast-Close Availabilities: Up until ten days before publication date, RESPIRATORY THERAPY may offer a fastclose service; however, service is not available on all issues, Contact Publisher to confirm fast-close availability for a specific issue. If

no fast-close is available, late copy must be inserted at blueline, requiring a noncommissionable payment of \$100 additional. Cover schedules can be canceled only on a 90-day notice before closing date.

INSERTS SUPPLIED BY ADVERTISER
Standard, multi-fold, and die-cut inserts accepted. Back-up charge for single sheet insert: \$1015 plus binding charge (contact publisher for current rates). Publisher should be supplied with sample insert four weeks prior to publication date in order to determine exact production requirements and costs. All inserts are to be shipped prepaid. Stock: minimum 60 lb., maximum 100 lb. Inserts to be backed must be white coated or equivalent.

RATE PROTECTION
Duration-of-contract rate protection extended to advertisers specifying all insertion dates at time initial space order is accepted by the publisher. Publisher will "short-rate" any curtailment or cancellation of scheduled advertising at the highest published rate in effect at the time of such curtailment or cancellation. All orders are accepted subject to conditions stated on this card. Frequency discounts apply only to space used within a calendar year.

COMMISSION
Agency commissions: 15% of gross to recognized agencies on space, color, bleed, and position if total amount due is paid in full within 30 days from insertion date, otherwise no agency commission is allowed.

PAYMENT POLICY
Invoices are rendered at date of publication and are due 10 days following publication. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agents ordered and which advertising was published.

PRODUCTION CHARGES
There is a charge for all production work, including typesetting; contact publisher for schedule of charges. All production charges are noncommissionable.

GENERAL
All advertisements are accepted and published by the publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.

GOLDSTEIN & ASSOCIATES, INC.