



Print Advertising Rate Card Cardiac Directions® Education Guide

- The Patient Education Guide is distributed within the Cardiac Directions patient education gift bag.
- Personally delivered by healthcare professionals during physician office visits and during cardiac rehabilitation classes.
- Frequency: Annual (in market beginning Jan/Feb)
- Circulation: 250,000

Rates

Ad Unit	1X
Spread 4/C	\$19,980
Page 4/C	\$12,490
Page B&W	\$10,615

- Rates are gross
- 15% commission to recognized advertising agencies
- No charge for bleed
- Running multiple pages in an issue earns additional discounts
- Cover positions: Cover 4, add 15%; Cover 2, add 10%; Cover 3, add 5%

Specs

Full Page	Width	Height
Bleed Size	5 5/8"	7 3/4"
Trim Size	5 3/8"	7 1/2"
Live Area	5"	7"



For Spread creative: provide your artwork as single page ad files using the Full Page specs.

Materials: Ads are to be supplied via email as high-res PDF with all fonts embedded or on CD, using standard graphics software (e.g. In-Design, Illustrator, Photoshop, Postscript). All original artwork files (e.g. graphics, scans etc.) and fonts must be included. Please label the type of software used and the version, and include a hardcopy printout of the files contained on the disk. No trapping. Minimum 300 DPI. A full-size color proof is also required for visual reference to ensure color matching. This proof should ideally be submitted on a gloss substrate. If your files do not print properly for you, it's likely they will not output for us either.

EMAIL ARTWORK TO: ads@adialogue.com
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