



## 2018 Print Advertising Rate Card

### Diabetes Outlook® Education Guide

The Education Guide is distributed within the Diabetes Outlook Patient Pack, personally delivered to patients by healthcare professionals during diabetes education sessions.

- Circulation: 150,000
- Frequency: Annual
- In-Market: April 2018 – March 2019
- Closing: 2/2/18 (materials due 2/8/18)

#### Gross Rates

Ad Unit	1X
Spread 4/C	\$15,248
Page 4/C	\$9,530
Page B&W	\$8,100

- 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	Height	Width
Bleed Size	10.75"	8.25"
Trim Size	10.5"	8.0"
Live Area	10.0"	7.5"



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

**Materials:** Ads are to be supplied via email as high-res PDF with all fonts embedded or on disc, 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 requested 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](mailto:ads@adialogue.com)**  
**MAILING ADDRESS for color proof or disc:** Gail Mohary, Dialogue Company,  
 106 Straube Center Blvd., Pennington, NJ 08534. Phone (609) 737-1110