



- Patient Education Guide distributed with Cardiac Directions patient education gift bag
- Personally delivered by healthcare professional during cardiac rehabilitation, health screenings, or med pick-up
- Frequency: Annual (in market beginning Jan/Feb 2013)
- Circulation: 300,000

RATES

Ad Unit	1X
Spread 4/C	\$23,975
Page 4/C	\$14,990
Page B&W	\$12,735



- Patient Education Guide distributed with Diabetes Outlook patient education gift bag
- Personally delivered by healthcare professional during diabetes education, health screenings, or med pick-up
- Frequency: Annual (in market beginning September 2013)
- Circulation: 350,000

RATES

Ad Unit	1X
Spread 4/C	\$27,965
Page 4/C	\$17,480
Page B&W	\$14,855

• Rates shown 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 shown above.

MATERIALS

Ads are to be supplied via email as a 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 on the outside of the disk, and include a hardcopy printout of the files contained on the disk. No trapping. Minimum 300 D.P.I. A full-size color proof is also required for a visual reference and 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 very likely that they will not output for us either.

EMAIL ARTWORK TO: ads@adialogue.com. MAILING ADDRESS FOR COLOR PROOF/DISC: Gail Mohary, The Dialogue Company, 106 Straube Center Blvd., Pennington, NJ 08534. Phone (609) 737-1110.