



Advertising Specifications

DIMENSIONS	LIVE AREA	TRIM	BLEED
Full Page	7 x 10	7.75 x 10.75	8 x 11
2/3 Page	4.25 x 10	N/A	5 x 11
½ Page (Island)	4.25 x 6.3125	N/A	5 x 7
½ Page (Vertical)	3.125 x 10	N/A	4 x 11
½ Page (Horizontal)	7 x 4.75	N/A	8 x 5.375
1/3 Page	2 x 10	N/A	2.563 x 11

BINDING: PERFECT

GUTTER: .125"

SAFETY: .25"

MEDIA LABELING REQUIREMENTS:

Please include a copy of the insertion order, and include:

- Publication Title
- Issue Date
- Agency/Vendor/Advertiser Name
- Production Contact & Phone Number
- File Name/Number and List of contents

COLOR PROOFS

In order to ensure we match the color expectations of our advertisers, we require a contract proof created from SWOP Certified System. Any other type of proof may not accurately represent the SWOP process or desired color match. All proofs for color and/or content verification must be generated from the final file and must be 100% in size. For a list of all SWOP certified digital proofing systems go to <http://www.swop.org/certification.html#cert>

<p>MAIN PRODUCTION CONTACT Genenne Velezis 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7018 Fax: 203-842-3931 E-mail: genenne.velezis@cmpmedica.com</p>	<p>PRODUCTION CONTACT Carlos Yanez 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7072 Fax: 203-842-3931 E-mail: carlos.yanez@cmpmedica.com</p>
<p>PDF/X-1A TOOLS Enfocus PitStop or Instant PDF http://www.apago.com Service Bureau Resources http://mediakit.cmpmedica.com/production-resources</p>	<p>STORAGE Digital ads will be stored for 13 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.</p>
<p>MATERIAL SPECIFICATIONS Digital File Format: PDF/X-1a http://pubs.cmpmedica.com/pdfx1/pdfx1.html Media: CD Transmission: Ship with Proof SWOP Proof: REQUIRED http://www.swop.org</p>	<p>PRODUCTION CHARGES Changes to ads are subject to additional charges. If an ad is delivered without a proof, we may pull a digital proof and the advertiser will be charged. However, color reproduction cannot be guaranteed.</p>

Frequency: Monthly
Production Journal Website: http://mediakit.cmpmedica.com
Last Updated: 12/03/2009