

# DIAGNOSTIC IMAGING

## Advertising Specifications

<u>DIMENSIONS</u>	<u>LIVE AREA</u>	<u>TRIM</u>	<u>BLEED</u>
Full page	7x10 (178x254mm)	7.75x10.75(197x273mm)	8x11 (203x279mm)
2/3 page vertical	4.32x9.65 (110x245mm)		5.045x11(128x279mm)
2/3 page horizontal	6.5x6.5 (165x165mm)		
½ page spread	14.237x4.67(362x119mm)		15.75x5.5(400x140mm)
½ page island	4.31x7.25(109x184mm)		
½ page vertical	3.2x9.65(81x245mm)		3.9x11(99x279mm)
½ page horizontal	6.55x4.67(166x119mm)		7.875x5.5(200x140mm)
1/3 page vertical	2.3x9.65 (58x245mm))		
1/3 page horizontal	6.55x3.25 (166x83mm)		
¼ page vertical	3.2x4.67 (81x119mm)		
¼ page horizontal	6.55x2.375(166x60mm)		
2 page spread	Please supply spreads as single pages.		

<p><b><u>MAIN PRODUCTION CONTACT</u></b> Meg Strizver 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7076 Fax: 203-842-3936 E-mail: meg.strizver@ubm.com</p>	<p><b><u>PRODUCTION CONTACT</u></b> Steve Sanborn 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7071 Fax: 203-842-3936 E-mail: steve.sanborn@ubm.com</p>
<p><b><u>PDF/X-1A TOOLS</u></b>  Enfocus PitStop or Instant PDF <a href="http://www.apago.com">http://www.apago.com</a>  Production Resources <a href="http://mediakit.ubmmedica.com/production-resources">http://mediakit.ubmmedica.com/production-resources</a>  Digital File Format: PDF/X-1a <a href="http://mediakit.ubmmedica.com/home">http://mediakit.ubmmedica.com/home</a></p>	<p><b><u>STORAGE</u></b>  Ads will be stored in our SendMyAd portal for 13 months, and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.</p>

Frequency: Monthly

Diagnostic Imaging website: <http://mediakit.ubmmedica.com/diagnostic-imaging>

Last Updated: 5/26/2010