

ONCOLOGY

Advertising Specifications

DIMENSIONS	LIVE AREA	TRIM	BLEED
Full Page	7 x 10	7 3/4 x 10 3/4	8 x 11
2/3 Page	4.5 x 10	N/A	N/A
1/2 Page (Island)	N/A	N/A	N/A
1/2 Page (Vertical)	3.375 x 10	N/A	N/A
1/2 Page (Horizontal)	7 x 4.375	N/A	N/A
1/3 Page	2.125 x 10	N/A	N/A

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 Andrew Barkus 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7086 Fax: 203-662-6777 E-mail: Andrew.barkus@cmpmedica.com</p>	<p>PRODUCTION CONTACT Steve Sanborn 535 Connecticut Avenue, Suite 300 Norwalk, CT 06854 Phone: 203-523-7071 Fax: 203-662-6777 E-mail: steve.sanborn@cmpmedica.com</p>
<p>PDF/X-1A TOOLS Distiller Option: DDAP Optimized Included in CMP PDF Toolkit http://pubs.cmpmedica.com/tools.html 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>

<p>Frequency: Monthly Journal Website: http://mediakit.cmpmedica.com Last Updated: 1/28/2009</p>
