

Advertising Rates

Black & White Unit Rates

	1x	4x	6x
Full page	\$5,000	\$4,740	\$4,485
2/3 page	\$4,090	\$3,930	\$3,640
1/2 island	\$3,815	\$3,625	\$3,450
1/2 page	\$3,455	\$3,280	\$3,110
1/3 page	\$2,210	\$2,110	\$2,000
1/4 page	\$1,775	\$1,665	\$1,570

Color Rates

4A (AAAA) Standard Colors (red, blue, green, yellow)		
1 standard color per page		\$ 805
1 matched color per page		\$ 945
3 or 4 color process per page		\$1,495

Corporate Profile Rates

4-color	
Full page	\$3,635

- A. **Bleed:** No charge.
- B. **Cover Rates:** Contact publisher for rates and availability.
- C. **Preferred Positions:** Contact publisher for availability of such positions.
- D. **Inserts:** Your preprinted inserts—catalogs, technical bulletins, spec sheets, promotional mailings, and more—can be inserted for very reasonable rates. Contact your account executive for details on rates, size and paper specifications, production charges, and shipping instructions.
- E. **Commissions:**
 - a. Agency commission 15%.
 - b. Invoices are due and payable upon receipt. No commission allowed on production charges by publisher.
 - c. All accounts past 30 days will be assessed a monthly service charge of 1½% of the unpaid balance.



General Information

- A. 2008 Rate Card. Issued October 2007; rates effective January 2008 issue.
- B. Published 6 times a year. Established 1999.
- C. BPA Worldwide Audited.



Publication is printed by web offset, perfect bound with a trim size of 77/8" x 103/4".

Standard Advertising Units — Vertical

Space Unit	Width	Depth
2-page spread bleed	16"	11"
2-page spread gutter bleed only	15"	10"
1-page bleed (live area not to exceed 77/8" x 10", centered)	81/8"	11"
1-page non-bleed	71/8"	10"
2/3 page bleed (live area not to exceed 41/2" x 10", centered)	51/2"	11"
2/3 page non-bleed	41/2"	10"
1/2 pg island bleed (live area not to exceed 41/2" x 71/4", centered)	51/2"	81/4"
1/2 pg island	41/2"	71/2"
1/2 page	35/16"	10"
1/3 page bleed (live area not to exceed 21/16" x 10", centered)	33/16"	11"
1/3 page	23/16"	10"
1/4 page	33/8"	47/8"

Standard Advertising Units — Horizontal

Space Unit	Width	Depth
2/3 page bleed (live area not to exceed 71/8" x 71/2" centered)	81/8"	8"
2/3 page non-bleed	71/8"	71/2"
1/2 page	67/8"	47/8"
1/3 page	41/2"	47/8"

Value-Added Services

Ad Package

Buy any three *MX* issues with a minimum 1/2-page full-color ad, receive a FREE* Profile of equal size.

* Free profiles cannot run in BIOMEDevice supplement.

In every issue of *MX*, advertisers have the opportunity to enhance their image and extend their market penetration by taking advantage of any one of our value-added marketing tools:

- Profiles
- Ad Packages
- Ad Study
- Bonus Distribution
- InfoDirect

