

2010



COMBINATION RATE CARD

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MAYO CLINIC PROCEEDINGS & THE JOURNAL OF FAMILY PRACTICE

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$9,280 | \$7,820 | \$5,845 | \$5,195 | \$4,645 |
| 3x | 8,990 | 7,595 | 5,700 | 5,030 | 4,505 |
| 6x | 8,735 | 8,035 | 5,615 | 4,880 | 4,380 |
| 12x | 8,455 | 7,760 | 5,455 | 4,730 | 4,260 |
| 24x | 8,170 | 7,510 | 5,250 | 4,580 | 4,115 |
| 36x | 7,885 | 7,255 | 5,035 | 4,435 | 3,960 |
| 48x | 7,630 | 7,015 | 4,900 | 4,265 | 3,805 |
| 60x | 7,480 | 6,900 | 4,820 | 4,180 | 3,750 |
| 72x | 7,320 | 6,755 | 4,735 | 4,100 | 3,665 |
| 96x | 7,175 | 6,615 | 4,590 | 4,020 | 3,600 |
| 120x | 7,050 | 6,515 | 4,490 | 3,945 | 3,535 |
| 144x | 6,930 | 6,400 | 4,360 | 3,875 | 3,465 |
| 192x | 6,805 | 6,290 | 4,280 | 3,815 | 3,405 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|----------|----------|
| 1x | \$19,040 | N/A | N/A | N/A | N/A |
| 3x | 18,480 | \$36,395 | N/A | N/A | N/A |
| 6x | 17,960 | 35,375 | \$52,775 | \$70,160 | \$87,560 |
| 12x | 17,405 | 34,250 | 51,140 | 67,940 | 84,790 |
| 24x | 16,820 | 33,105 | 49,405 | 65,675 | 81,905 |
| 36x | 16,255 | 31,965 | 47,705 | 63,390 | 79,055 |
| 48x | 15,735 | 30,935 | 46,125 | 61,290 | 76,475 |
| 60x | 15,465 | 30,380 | 45,310 | 60,195 | 75,110 |
| 72x | 15,150 | 29,785 | 44,410 | 58,995 | 73,555 |
| 96x | 14,855 | 29,185 | 43,500 | 57,810 | 72,080 |
| 120x | 14,605 | 28,655 | 42,745 | 56,755 | 70,835 |
| 144x | 14,350 | 28,170 | 41,985 | 55,785 | 69,585 |
| 192x | 14,105 | 27,685 | 41,300 | 54,845 | 68,405 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$1,455 | \$1,765 | \$2,780 | \$3,390 | \$4,975 |

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$10,675 | \$9,290 | \$7,020 | \$5,865 | \$4,940 |
| 3x | 10,470 | 9,095 | 6,860 | 5,720 | 4,820 |
| 6x | 10,245 | 8,930 | 6,760 | 5,590 | 4,725 |
| 12x | 9,910 | 8,595 | 6,495 | 5,385 | 4,575 |
| 24x | 9,605 | 8,330 | 6,290 | 5,220 | 4,415 |
| 36x | 9,285 | 8,090 | 6,095 | 5,050 | 4,225 |
| 48x | 8,900 | 7,795 | 5,860 | 4,840 | 4,055 |
| 60x | 8,795 | 7,635 | 5,785 | 4,775 | 4,025 |
| 72x | 8,620 | 7,525 | 5,655 | 4,705 | 3,945 |
| 96x | 8,370 | 7,275 | 5,480 | 4,560 | 3,840 |
| 120x | 8,220 | 7,135 | 5,380 | 4,475 | 3,760 |
| 144x | 8,100 | 7,045 | 5,320 | 4,415 | 3,700 |
| 192x | 7,990 | 6,945 | 5,245 | 4,345 | 3,660 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|----------|-----------|
| 1x | \$22,055 | N/A | N/A | N/A | N/A |
| 3x | 21,650 | \$42,555 | N/A | N/A | N/A |
| 6x | 21,205 | 41,660 | \$62,085 | \$82,385 | \$102,560 |
| 12x | 20,510 | 40,300 | 60,080 | 79,685 | 99,170 |
| 24x | 19,890 | 39,035 | 58,210 | 77,205 | 96,070 |
| 36x | 19,270 | 37,795 | 56,325 | 74,730 | 92,905 |
| 48x | 18,515 | 36,300 | 54,070 | 71,685 | 89,195 |
| 60x | 18,295 | 35,845 | 53,405 | 70,820 | 88,120 |
| 72x | 17,955 | 35,230 | 52,435 | 69,510 | 85,270 |
| 96x | 17,455 | 34,175 | 50,905 | 67,500 | 83,915 |
| 120x | 17,140 | 33,570 | 49,915 | 66,180 | 82,325 |
| 144x | 16,900 | 33,090 | 49,265 | 65,300 | 81,215 |
| 192x | 16,680 | 32,655 | 48,645 | 64,450 | 80,155 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$2,015 | \$2,640 | \$3,900 | \$5,150 | \$7,195 |

CURRENT PSYCHIATRY & THE JOURNAL OF FAMILY PRACTICE

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$10,130 | \$8,470 | \$6,370 | \$5,475 | \$4,700 |
| 3x | 9,870 | 8,245 | 6,185 | 5,290 | 4,535 |
| 6x | 9,615 | 8,035 | 6,085 | 5,160 | 4,440 |
| 12x | 9,270 | 7,670 | 5,825 | 4,980 | 4,300 |
| 24x | 8,930 | 7,420 | 5,610 | 4,795 | 4,125 |
| 36x | 8,610 | 7,145 | 5,415 | 4,630 | 3,955 |
| 48x | 8,280 | 6,850 | 5,190 | 4,430 | 3,780 |
| 60x | 8,165 | 6,730 | 5,110 | 4,360 | 3,740 |
| 72x | 7,990 | 6,625 | 5,020 | 4,280 | 3,655 |
| 96x | 7,840 | 6,500 | 4,905 | 4,210 | 3,595 |
| 120x | 7,700 | 6,380 | 4,825 | 4,125 | 3,525 |
| 144x | 7,585 | 6,280 | 4,770 | 4,065 | 3,465 |
| 192x | 7,465 | 6,195 | 4,700 | 4,005 | 3,405 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|----------|----------|
| 1x | \$20,865 | N/A | N/A | N/A | N/A |
| 3x | 20,345 | \$40,065 | N/A | N/A | N/A |
| 6x | 19,820 | 39,010 | \$58,170 | \$77,355 | \$96,540 |
| 12x | 19,125 | 37,625 | 56,145 | 74,615 | 93,085 |
| 24x | 18,440 | 36,270 | 54,105 | 71,940 | 89,695 |
| 36x | 17,800 | 34,980 | 52,170 | 69,375 | 86,465 |
| 48x | 17,135 | 33,655 | 50,155 | 66,655 | 83,145 |
| 60x | 16,920 | 33,220 | 49,500 | 65,835 | 82,105 |
| 72x | 16,575 | 32,550 | 48,525 | 64,470 | 80,385 |
| 96x | 16,240 | 31,890 | 47,535 | 63,170 | 78,750 |
| 120x | 15,990 | 31,365 | 46,755 | 62,130 | 77,505 |
| 144x | 15,765 | 30,895 | 46,045 | 61,195 | 76,325 |
| 192x | 15,525 | 30,430 | 45,380 | 60,275 | 75,160 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$1,900 | \$2,330 | \$3,275 | \$4,015 | \$5,875 |

MAYO CLINIC PROCEEDINGS & OBG MANAGEMENT

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$10,780 | \$9,285 | \$7,320 | \$5,865 | \$4,915 |
| 3x | 10,605 | 9,155 | 7,285 | 5,765 | 4,855 |
| 6x | 10,465 | 9,035 | 7,255 | 5,695 | 4,785 |
| 12x | 10,200 | 8,830 | 7,130 | 5,550 | 4,680 |
| 24x | 9,975 | 8,625 | 6,955 | 5,430 | 4,570 |
| 36x | 9,695 | 8,440 | 6,715 | 5,285 | 4,430 |
| 48x | 9,360 | 8,195 | 6,560 | 5,115 | 4,295 |
| 60x | 9,210 | 8,050 | 6,475 | 5,045 | 4,245 |
| 72x | 9,045 | 7,915 | 6,340 | 4,950 | 4,160 |
| 96x | 8,790 | 7,655 | 6,105 | 4,780 | 4,040 |
| 120x | 8,580 | 7,490 | 5,940 | 4,675 | 3,935 |
| 144x | 8,415 | 7,335 | 5,755 | 4,585 | 3,870 |
| 192x | 8,245 | 7,190 | 5,640 | 4,485 | 3,805 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|----------|-----------|
| 1x | \$22,260 | N/A | N/A | N/A | N/A |
| 3x | 21,940 | \$43,110 | N/A | N/A | N/A |
| 6x | 21,620 | 42,495 | \$63,385 | \$84,085 | \$104,685 |
| 12x | 21,110 | 41,475 | 61,875 | 82,025 | 102,155 |
| 24x | 20,620 | 40,495 | 60,395 | 80,095 | 99,745 |
| 36x | 20,115 | 39,465 | 58,860 | 78,020 | 97,150 |
| 48x | 19,420 | 38,110 | 56,805 | 75,310 | 93,745 |
| 60x | 19,140 | 37,505 | 55,950 | 74,135 | 92,295 |
| 72x | 18,790 | 36,885 | 54,935 | 72,840 | 89,475 |
| 96x | 18,280 | 35,815 | 53,365 | 70,755 | 88,035 |
| 120x | 17,870 | 35,040 | 52,145 | 69,075 | 86,000 |
| 144x | 17,525 | 34,335 | 51,140 | 67,770 | 84,335 |
| 192x | 17,180 | 33,680 | 50,180 | 66,490 | 82,720 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$2,015 | \$2,705 | \$3,865 | \$5,130 | \$7,280 |

MAYO CLINIC PROCEEDINGS & CURRENT PSYCHIATRY

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$10,240 | \$8,465 | \$6,670 | \$5,475 | \$4,675 |
| 3x | 10,010 | 8,300 | 6,605 | 5,335 | 4,570 |
| 6x | 9,835 | 8,140 | 6,580 | 5,265 | 4,495 |
| 12x | 9,560 | 7,900 | 6,465 | 5,145 | 4,400 |
| 24x | 9,305 | 7,715 | 6,270 | 5,005 | 4,280 |
| 36x | 9,020 | 7,500 | 6,035 | 4,865 | 4,160 |
| 48x | 8,735 | 7,250 | 5,890 | 4,705 | 4,020 |
| 60x | 8,585 | 7,145 | 5,800 | 4,625 | 3,960 |
| 72x | 8,415 | 7,015 | 5,710 | 4,525 | 3,870 |
| 96x | 8,260 | 6,880 | 5,530 | 4,430 | 3,795 |
| 120x | 8,065 | 6,735 | 5,380 | 4,325 | 3,705 |
| 144x | 7,900 | 6,575 | 5,205 | 4,235 | 3,635 |
| 192x | 7,715 | 6,435 | 5,100 | 4,145 | 3,555 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|----------|----------|
| 1x | \$21,070 | N/A | N/A | N/A | N/A |
| 3x | 20,635 | \$40,615 | N/A | N/A | N/A |
| 6x | 20,235 | 39,850 | \$59,475 | \$79,055 | \$98,665 |
| 12x | 19,725 | 38,800 | 57,935 | 76,955 | 96,075 |
| 24x | 19,170 | 37,730 | 56,290 | 74,825 | 93,370 |
| 36x | 18,645 | 36,650 | 54,705 | 72,660 | 90,710 |
| 48x | 18,040 | 35,465 | 52,890 | 70,280 | 87,695 |
| 60x | 17,760 | 34,880 | 52,050 | 69,145 | 86,280 |
| 72x | 17,410 | 34,205 | 51,025 | 67,805 | 84,585 |
| 96x | 17,070 | 33,530 | 49,995 | 66,425 | 82,870 |
| 120x | 16,720 | 32,835 | 48,985 | 65,030 | 81,180 |
| 144x | 16,385 | 32,140 | 47,925 | 63,665 | 79,445 |
| 192x | 16,025 | 31,450 | 46,910 | 62,315 | 77,725 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$1,900 | \$2,395 | \$3,240 | \$3,990 | \$5,960 |

CURRENT PSYCHIATRY & OBG MANAGEMENT

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$9,260 | \$7,935 | \$6,345 | \$4,820 | \$3,785 |
| 3x | 9,190 | 7,860 | 6,300 | 4,740 | 3,730 |
| 6x | 9,105 | 7,780 | 6,275 | 4,725 | 3,725 |
| 12x | 8,850 | 7,595 | 6,100 | 4,590 | 3,625 |
| 24x | 8,645 | 7,400 | 5,955 | 4,470 | 3,525 |
| 36x | 8,395 | 7,235 | 5,795 | 4,345 | 3,410 |
| 48x | 8,050 | 6,970 | 5,585 | 4,180 | 3,290 |
| 60x | 7,975 | 6,865 | 5,515 | 4,150 | 3,270 |
| 72x | 7,835 | 6,760 | 5,400 | 4,075 | 3,205 |
| 96x | 7,610 | 6,535 | 5,230 | 3,940 | 3,110 |
| 120x | 7,425 | 6,370 | 5,115 | 3,840 | 3,020 |
| 144x | 7,290 | 6,245 | 5,045 | 3,780 | 2,980 |
| 192x | 7,155 | 6,135 | 4,960 | 3,695 | 2,930 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|----------|----------|
| 1x | \$19,215 | N/A | N/A | N/A | N/A |
| 3x | 19,080 | \$37,460 | N/A | N/A | N/A |
| 6x | 18,880 | 37,070 | \$55,265 | \$73,310 | \$91,235 |
| 12x | 18,370 | 36,070 | 53,770 | 71,290 | 88,715 |
| 24x | 17,925 | 35,170 | 52,420 | 69,515 | 86,525 |
| 36x | 17,485 | 34,275 | 51,075 | 67,730 | 84,270 |
| 48x | 16,775 | 32,885 | 48,985 | 64,930 | 80,775 |
| 60x | 16,625 | 32,545 | 48,505 | 64,320 | 80,010 |
| 72x | 16,325 | 32,005 | 47,650 | 63,170 | 77,415 |
| 96x | 15,855 | 31,025 | 46,230 | 61,270 | 76,195 |
| 120x | 15,505 | 30,395 | 45,185 | 59,885 | 74,485 |
| 144x | 15,260 | 29,835 | 44,430 | 58,870 | 73,225 |
| 192x | 14,985 | 29,325 | 43,670 | 57,860 | 71,940 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$2,085 | \$2,815 | \$3,650 | \$4,890 | \$6,910 |

MAYO CLINIC PROCEEDINGS & THE JOURNAL OF FAMILY PRACTICE & OBG MANAGEMENT

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$14,180 | \$12,200 | \$9,345 | \$7,800 | \$6,655 |
| 3x | 13,880 | 11,950 | 9,190 | 7,615 | 6,515 |
| 6x | 13,605 | 12,370 | 9,090 | 7,460 | 6,385 |
| 12x | 13,200 | 12,020 | 8,835 | 7,230 | 6,215 |
| 24x | 12,830 | 11,660 | 8,570 | 7,030 | 6,020 |
| 36x | 12,420 | 11,345 | 8,270 | 6,815 | 5,795 |
| 48x | 11,965 | 10,975 | 8,025 | 6,565 | 5,590 |
| 60x | 11,780 | 10,785 | 7,915 | 6,465 | 5,530 |
| 72x | 11,550 | 10,580 | 7,750 | 6,355 | 5,415 |
| 96x | 11,245 | 10,270 | 7,495 | 6,165 | 5,280 |
| 120x | 11,020 | 10,080 | 7,325 | 6,040 | 5,160 |
| 144x | 10,830 | 9,900 | 7,155 | 5,940 | 5,075 |
| 192x | 10,650 | 9,735 | 7,030 | 5,835 | 4,995 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|-----------|-----------|
| 1x | \$29,240 | N/A | N/A | N/A | N/A |
| 3x | 28,670 | \$56,375 | N/A | N/A | N/A |
| 6x | 28,090 | 55,235 | \$82,365 | \$109,330 | \$136,190 |
| 12x | 27,280 | 53,625 | 79,990 | 106,115 | 132,190 |
| 24x | 26,505 | 52,075 | 77,670 | 103,065 | 128,355 |
| 36x | 25,735 | 50,510 | 75,320 | 99,935 | 124,410 |
| 48x | 24,815 | 48,700 | 72,580 | 96,270 | 119,885 |
| 60x | 24,465 | 47,965 | 71,515 | 94,845 | 118,120 |
| 72x | 24,000 | 47,125 | 70,190 | 93,100 | 114,705 |
| 96x | 23,385 | 45,840 | 68,300 | 90,610 | 112,760 |
| 120x | 22,930 | 44,955 | 66,915 | 88,720 | 110,490 |
| 144x | 22,545 | 44,185 | 65,810 | 87,275 | 108,640 |
| 192x | 22,175 | 43,460 | 64,770 | 85,860 | 106,870 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$2,555 | \$3,330 | \$4,920 | \$6,400 | \$9,085 |

MAYO CLINIC PROCEEDINGS & CURRENT PSYCHIATRY & THE JOURNAL OF FAMILY PRACTICE

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$13,640 | \$11,375 | \$8,695 | \$7,410 | \$6,415 |
| 3x | 13,285 | 11,100 | 8,510 | 7,185 | 6,230 |
| 6x | 12,975 | 11,475 | 8,415 | 7,025 | 6,095 |
| 12x | 12,555 | 11,095 | 8,170 | 6,820 | 5,935 |
| 24x | 12,155 | 10,755 | 7,890 | 6,600 | 5,735 |
| 36x | 11,745 | 10,400 | 7,595 | 6,395 | 5,525 |
| 48x | 11,340 | 10,030 | 7,355 | 6,150 | 5,315 |
| 60x | 11,155 | 9,880 | 7,240 | 6,045 | 5,245 |
| 72x | 10,925 | 9,685 | 7,120 | 5,925 | 5,125 |
| 96x | 10,715 | 9,495 | 6,920 | 5,815 | 5,035 |
| 120x | 10,500 | 9,320 | 6,765 | 5,690 | 4,930 |
| 144x | 10,315 | 9,140 | 6,605 | 5,590 | 4,835 |
| 192x | 10,120 | 8,985 | 6,490 | 5,495 | 4,750 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|-----------|-----------|
| 1x | \$28,055 | N/A | N/A | N/A | N/A |
| 3x | 27,365 | \$53,880 | N/A | N/A | N/A |
| 6x | 26,710 | 52,590 | \$78,455 | \$104,300 | \$130,170 |
| 12x | 25,895 | 50,950 | 76,055 | 101,045 | 126,105 |
| 24x | 25,060 | 49,310 | 73,565 | 97,795 | 121,975 |
| 36x | 24,265 | 47,695 | 71,170 | 94,580 | 117,965 |
| 48x | 23,435 | 46,060 | 68,665 | 91,240 | 113,840 |
| 60x | 23,090 | 45,340 | 67,615 | 89,860 | 112,105 |
| 72x | 22,620 | 44,445 | 66,280 | 88,060 | 109,815 |
| 96x | 22,175 | 43,555 | 64,930 | 86,280 | 107,595 |
| 120x | 21,785 | 42,750 | 63,755 | 84,675 | 105,670 |
| 144x | 21,410 | 41,990 | 62,590 | 83,165 | 103,750 |
| 192x | 21,020 | 41,230 | 61,500 | 81,685 | 101,875 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$2,440 | \$3,015 | \$4,295 | \$5,265 | \$,7770 |

CURRENT PSYCHIATRY & THE JOURNAL OF FAMILY PRACTICE & OBG MANAGEMENT

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$15,035 | \$12,850 | \$9,870 | \$8,080 | \$6,715 |
| 3x | 14,765 | 12,600 | 9,670 | 7,875 | 6,545 |
| 6x | 14,480 | 12,375 | 9,560 | 7,735 | 6,445 |
| 12x | 14,015 | 11,930 | 9,210 | 7,480 | 6,250 |
| 24x | 13,590 | 11,575 | 8,930 | 7,240 | 6,035 |
| 36x | 13,145 | 11,235 | 8,650 | 7,015 | 5,795 |
| 48x | 12,615 | 10,810 | 8,315 | 6,725 | 5,565 |
| 60x | 12,465 | 10,615 | 8,205 | 6,640 | 5,515 |
| 72x | 12,225 | 10,455 | 8,035 | 6,530 | 5,400 |
| 96x | 11,910 | 10,155 | 7,805 | 6,355 | 5,275 |
| 120x | 11,670 | 9,940 | 7,660 | 6,220 | 5,155 |
| 144x | 11,485 | 9,785 | 7,570 | 6,130 | 5,070 |
| 192x | 11,305 | 9,640 | 7,455 | 6,025 | 5,000 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|-----------|-----------|
| 1x | \$31,070 | N/A | N/A | N/A | N/A |
| 3x | 30,540 | \$60,040 | N/A | N/A | N/A |
| 6x | 29,955 | 58,870 | \$87,760 | \$116,525 | \$145,170 |
| 12x | 29,000 | 57,000 | 84,995 | 112,795 | 140,485 |
| 24x | 28,125 | 55,240 | 82,370 | 109,330 | 136,145 |
| 36x | 27,280 | 53,525 | 79,785 | 105,920 | 131,820 |
| 48x | 26,215 | 51,420 | 76,605 | 101,630 | 126,560 |
| 60x | 25,920 | 50,805 | 75,705 | 100,485 | 125,115 |
| 72x | 25,425 | 49,890 | 74,310 | 98,575 | 121,535 |
| 96x | 24,775 | 48,545 | 72,335 | 95,970 | 119,430 |
| 120x | 24,320 | 47,665 | 70,930 | 94,095 | 117,155 |
| 144x | 23,965 | 46,910 | 69,870 | 92,685 | 115,385 |
| 192x | 23,595 | 46,205 | 68,850 | 91,290 | 113,625 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$3,000 | \$3,890 | \$5,415 | \$7,030 | \$9,990 |

MAYO CLINIC PROCEEDINGS & CURRENT PSYCHIATRY & OBG MANAGEMENT

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$15,145 | \$12,845 | \$10,170 | \$8,080 | \$6,685 |
| 3x | 14,905 | 12,655 | 10,095 | 7,920 | 6,575 |
| 6x | 14,705 | 12,480 | 10,055 | 7,840 | 6,500 |
| 12x | 14,305 | 12,160 | 9,845 | 7,645 | 6,355 |
| 24x | 13,960 | 11,870 | 9,590 | 7,455 | 6,185 |
| 36x | 13,555 | 11,590 | 9,275 | 7,250 | 5,995 |
| 48x | 13,075 | 11,210 | \$9,015 | 7,000 | 5,805 |
| 60x | 12,885 | 11,030 | 8,895 | 6,910 | 5,740 |
| 72x | 12,645 | 10,845 | 8,725 | 6,775 | 5,615 |
| 96x | 12,330 | 10,535 | 8,435 | 6,575 | 5,475 |
| 120x | 12,035 | 10,295 | 8,220 | 6,420 | 5,335 |
| 144x | 11,800 | 10,075 | 8,000 | 6,300 | 5,240 |
| 192x | 11,560 | 9,880 | 7,850 | 6,160 | 5,145 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|----------|---------|-----------|
| 1x | \$31,275 | N/A | N/A | N/A | N/A |
| 3x | 30,830 | \$60,590 | N/A | N/A | N/A |
| 6x | 30,370 | 59,705 | \$89,060 | 118,225 | 147,295 |
| 12x | 29,600 | 58,175 | 86,790 | 115,135 | 143,470 |
| 24x | 28,860 | 56,700 | 84,555 | 112,215 | 139,820 |
| 36x | 28,125 | 55,200 | 82,325 | 109,205 | 136,065 |
| 48x | 27,120 | 53,230 | 79,340 | 105,260 | 131,110 |
| 60x | 26,765 | 52,465 | 78,250 | 103,800 | 129,295 |
| 72x | 26,265 | 51,545 | 76,805 | 101,905 | 125,735 |
| 96x | 25,600 | 50,185 | 74,795 | 99,225 | 123,550 |
| 120x | 25,050 | 49,130 | 73,155 | 96,995 | 120,830 |
| 144x | 24,585 | 48,155 | 71,745 | 95,155 | \$118,505 |
| 192x | 24,095 | 47,225 | 70,380 | 93,330 | 116,190 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$3,000 | \$3,955 | \$5,380 | \$7,005 | \$10,075 |

MAYO CLINIC PROCEEDINGS & CURRENT PSYCHIATRY & THE JOURNAL OF FAMILY PRACTICE & OBG MANAGEMENT

BLACK AND WHITE RATES

| Frequency | Full page | 2/3 page | 1/2 page | 1/3 page | 1/4 page |
|-----------|-----------|----------|----------|----------|----------|
| 1x | \$18,540 | \$15,755 | \$12,190 | \$10,010 | \$8,425 |
| 3x | 18,180 | 15,455 | 12,000 | 9,770 | 8,235 |
| 6x | 17,840 | 15,815 | 11,895 | 9,605 | 8,100 |
| 12x | 17,300 | 15,355 | 11,550 | 9,320 | 7,885 |
| 24x | 16,815 | 14,910 | 11,210 | 9,050 | 7,640 |
| 36x | 16,280 | 14,490 | 10,830 | 8,780 | 7,365 |
| 48x | 15,680 | 13,985 | 10,480 | 8,450 | 7,100 |
| 60x | 15,455 | 13,765 | 10,335 | 8,330 | 7,025 |
| 72x | 15,155 | 13,510 | 10,135 | 8,180 | 6,870 |
| 96x | 14,785 | 13,150 | 9,825 | 7,960 | 6,715 |
| 120x | 14,470 | 12,885 | 9,605 | 7,790 | 6,560 |
| 144x | 14,220 | 12,645 | 9,400 | 7,655 | 6,445 |
| 192x | 13,965 | 12,425 | 9,240 | 7,510 | 6,340 |

INSERT RATES

| Frequency | 2 page | 4 page | 6 page | 8 page | 10 page |
|-----------|----------|----------|-----------|-----------|-----------|
| 1x | \$38,255 | N/A | N/A | N/A | N/A |
| 3x | 37,560 | \$73,855 | N/A | N/A | N/A |
| 6x | 36,840 | 72,445 | \$108,040 | \$143,470 | \$178,800 |
| 12x | 35,770 | 70,320 | 139,905 | 173,225 | 173,505 |
| 24x | 34,745 | 68,275 | 101,825 | 135,185 | 168,425 |
| 36x | 33,745 | 66,240 | 98,785 | 131,120 | 163,320 |
| 48x | 32,515 | 63,820 | 95,115 | 126,220 | 157,250 |
| 60x | 32,090 | 62,925 | 93,815 | 124,510 | 155,115 |
| 72x | 31,475 | 61,785 | 92,060 | 122,165 | 150,965 |
| 96x | 30,705 | 60,210 | 89,730 | 119,080 | 148,275 |
| 120x | 30,110 | 59,050 | 87,930 | 116,640 | 145,320 |
| 144x | 29,610 | 58,005 | 86,415 | 114,655 | 142,810 |
| 192x | 29,090 | 57,010 | 84,970 | 112,700 | 140,340 |

COLOR CHARGES

| Standard S.W.O.P. Color | Matched Color | Matched Color Metallic | Three and Four Color | Five Color |
|-------------------------|---------------|------------------------|----------------------|------------|
| \$3,540 | \$4,580 | \$6,430 | \$8,275 | \$11,880 |