

RATE CARD 2008

McKnight's LONG-TERM CARE NEWS

2008 Publishing Schedule

Issue Date	Space Closing	Material Due	Mailing Date
January	November 17	December 4	January 8
February	December 20	January 5	February 5
March	January 19	February 1	March 5
April	February 27	March 9	April 9
May	March 26	April 6	May 7
June	April 23	May 4	June 4
July	May 24	June 7	July 9
August	June 22	July 6	August 6
September	July 23	August 3	September 3
October	August 24	September 7	October 8
November	September 21	October 4	November 5
December	October 18	October 31	December 3

Black and White Rates (Gross)

	1x	3x	6x	12x	25x	36x
Page	5670	5180	4320	4080	3970	3860
Island 1/2 page	4190	3805	3215	3055	2975	2890
1/2 page	3915	3530	2940	2780	2705	2615
1/3 page	3550	3210	2665	2535	2450	2350
1/4 page	2755	2425	2095	1985	1875	1765
Bottom Lines	1655	1435	1270	1100	990	885

Position Charges (Gross)

Cover 4	925
Cover 3	610
Cover 2	795
Center spread (4C only)	655
Editorial page	275
Page 5	525

Color Charges (Gross)

4 color per page	1650
4 color per spread	2475
2 color standard per page	710
2 color standard per spread	1045
PMS color	850
PMS color per spread	1175

Haymarket Corporate Discount

Individual pharmaceutical companies and their subsidiaries may qualify for this additional corporate discount, based on their total gross spending in either 2007 or 2008. The amount of the discount when combining total gross spending for **Cortlandt Forum**, **The Clinical Advisor**, all **Prescribing Reference** titles, **McKnight's Long-Term Care News**, **Assisted Living**, **JAAPA**, and **Renal & Urology News** using 2007 rates is calculated after combo and continuity incentives are applied.

Total Gross Dollars	Percent Discount Off Gross
\$3,500,001+	10%
\$2,500,001 - 3,500,000	7%
\$1,500,001 - 2,500,000	5%
\$750,001 - 1,500,000	3%
\$250,000 - 750,000	2%

McKnight's

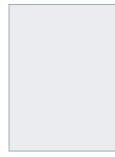
LONG-TERM CARE NEWS



Ad Size Specifications



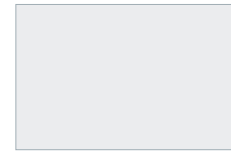
Full Page Trim
9" w x 10⁷/₈" h



Bleed Full page
9¹/₄" w x 11¹/₈" h
(Live Area: 8¹/₂" w x 10³/₈" h)



Double Page
18" w x 10⁷/₈" h
(Live Area: 17¹/₂" w x 10³/₈" h)



Bleed DPS
18¹/₄" w x 11¹/₈" h



Bottom Line Ad
8" w x 1¹/₈" h



1/2 Horizontal
8" w x 5" h



1/2 Vertical
3⁷/₈" w x 9⁵/₈" h



1/2 Square Island
5⁷/₈" w x 7" h



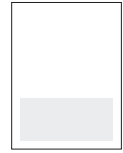
1/4 Horizontal
8" w x 2¹/₂" h



1/4 Vertical
1³/₁₆" w x 9⁵/₈" h



1/4 Square Island
3⁷/₈" w x 5¹/₂" h



1/3 Horizontal
8" w x 3¹/₂" h

Classified Black and White Rates (Gross)

	1x	4x	12x
One-inch 1 column x 1"	230	223	211
Two-inch: 1 column x 2" or 2 column x 1"	365	354	331
Three-inch: 3 column x 1" or 1 column x 3"	629	609	571
Four-inch: 2 column x 2" or 1 column x 4"	799	772	721
Six-inch: 3 column x 2" or 2 column x 3"	987	953	887
Eight-inch: Quarter Page Standard 4 column x 2" or 2 column x 4"	1090	1054	983

Color Rates Add \$95 for 2-color or \$210 for 4-color

Inserts and Postcards

Furnished Inserts: Maximum paper stock weight (25" x 38" basis) is 100 lb. coated text or 80 lb. uncoated text. Inserts jog to top unless otherwise specified. Contact Michelle Chizmadia at 646.638.6126 for mechanical specifications, quantity and shipping instructions.

Insert Rates: Contact Sales Representative.

Furnished Postcards: Must be supported by a standard page (7" x 10") or larger run-of-book advertisement. Contact account manager for rates, mechanical specifications, quantity and shipping instructions. Insert and postcard due date: Five days after issue closing date.

Mechanical Specifications: Accepted Materials: Electronic Digital File.

A SWOP standard proof of the file supplied at 100% size is required for all ads. Typesetting, camera work, stripping, scanning, film conversion and file manipulation will be billed at cost when required to convert to a useable electronic digital file.

Line Screen (B/W, 2/C, 4/C): Maximum 133; acceptable 120

Density: B/W, 2/C maximum 160% to 170%; 4/C maximum 260% to 280%

Standard Colors: Red (100% magenta and 100% process yellow), magenta, process yellow, cyan and green (100% cyan and 100% process yellow).

Colors conform to Standard Web Offset Printing (SWOP) specifications.

Proofs: B/W, 2/C, 3/C ads require a digital proof at 100% size of the

file supplied. 4/C ads require a Kodak Approval or equivalent SWOP standard color proof at 100% size of the file supplied. In order to ensure that everything runs smoothly, we require SWOP-certified or Kodak Approval hard copy color proofs for new ads. If ads are supplied without a color guide, 100% of actual ad size, then McKnight's cannot accept responsibility for final printed color and content. Haymarket Media will not be held responsible if no proof is provided.

Printing: Web heatset offset

Paper Stock: 45# Grade 4 Stock

Binding: Saddle stitched

Shipping Instructions: Printing materials and instructions to:

Ad Production Department

McKnight's Long-Term Care News

Michelle Chizmadia

114 W. 26th Street

4th Floor

New York, NY 10001

Phone: 646.638.6126

Fax: 646.638.6120

E-mail: michelle.chizmadia@mltcn.com

Insertion Order Contact

Dorieth Plews

One Northfield Plaza, Suite 521

Northfield, IL 60093

Phone: 847.784.8706 Ext. 10 • Fax: 847.784.9346

E-mail: dorieth.plews@mltcn.com