



# BULLETIN

An informative bulletin published by the  
**CALIFORNIA SOCIETY OF PATHOLOGISTS**  
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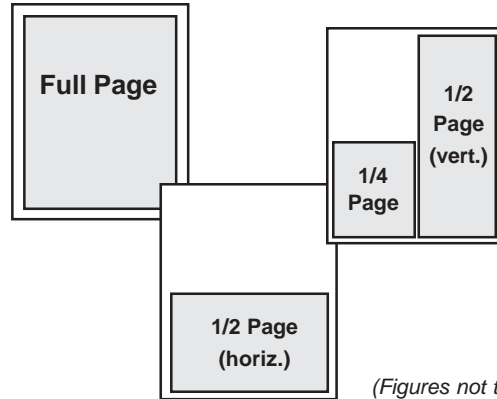
## B&W ADVERTISING RATES & SIZES

### PER ISSUE RATES

	Dimensions	Associate Member Rates	Non-Member Rates
1 PAGE	7.5"W, 9.5"H	\$575	675
1/2 PAGE horiz.	7.5"W, 4.75"H	\$300	400
1/2 PAGE vert.	3.75"W, 9.5"H	\$300	400
1/4 PAGE	3.75"W, 4.75"H	\$200	300

### MULTIPLE ISSUE RATES

	2-4 runs	5-7 runs	8-10 runs
Total savings off prices listed above, per issue (run)	10%	15%	20%



(Figures not to scale)

### PREFERRED POSITION RATES

	ADD
Inside front, inside back cover:	20%
Outside back cover:	30%
Other preferred positions:	20%

### INSERTS (Customer furnished)

1-side single leaf:	\$300
2-side single leaf:	\$300
4-side single leaf:	\$475

Includes binding charge. Consult publisher for dimensions.

### CLASSIFIED

\$3.50 per type set line.

### PAYMENT TERMS

All payments owed for each issue last billed are to be paid in full within 30-days after invoicing. Advertisers shall accrue a penalty of 15% of their balance for each month payment is outstanding by more than 60 days from invoice. Advertisers withdrawing advertisements within 10 days prior to publication shall pay 50% of gross amount owed.

### CLOSING DATES

The *Bulletin* is published on a quarterly basis. The closing date for advertisements is the 20th day of the month prior to publication. Advertisers should verify the printing schedule with the publisher when placing a request for advertisement.

### CIRCULATION

Approximately 900 pathologists receive the *Bulletin*. Distribution includes California members, as well as, pathologists from across the country that are corresponding members of the CSP.

### MECHANICAL REQUIREMENTS

#### Dimensions:

Trim size:	8.5x11"
Column size:	3-column width 7.5"
	2-column width 5"
	1-column width 2.5"

#### Printing:

Linotronic Press or Digital Plate

#### Reproduction Requirements:

Camera ready image

#### Paper Stock:

70# Springhill Smooth

#### Binding:

Saddle-stitched

Rate sheet effective October 2001