An informative bulletin published by the
CALIFORNIA SOCIETY OF PATHOLOGISTS
One Capitol Mall, Suite 320
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(916) 446-6001 • (916) 444-7462 fax

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B&W ADVERTISING RATES & SIZES

**PER ISSUE RATES**

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Associate Member Rates</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PAGE</td>
<td>7.5&quot;W, 9.5&quot;H</td>
<td>$575</td>
</tr>
<tr>
<td>1/2 PAGE horiz.</td>
<td>7.5&quot;W, 4.75&quot;H</td>
<td>$300</td>
</tr>
<tr>
<td>1/2 PAGE vert.</td>
<td>3.75&quot;W, 9.5&quot;H</td>
<td>$300</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>3.75&quot;W, 4.75&quot;H</td>
<td>$200</td>
</tr>
</tbody>
</table>

**MULTIPLE ISSUE RATES**

<table>
<thead>
<tr>
<th>Total savings off prices</th>
<th>2-4 runs</th>
<th>5-7 runs</th>
<th>8-10 runs</th>
</tr>
</thead>
<tbody>
<tr>
<td>listed above, per issue (run)</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**PREFERRED POSITION RATES**

- 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 change. 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.

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**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.

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**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