

2016 DISPLAY B&W

	1X	6X	12X	18X	24X	30X	36X	44X
1 page	\$5652	5511	5373	5239	5108	4981	4855	4733
2/3 page	5169	5040	4913	4791	4672	4554	4440	4330
1/2 page	4213	4108	4005	3905	3808	3712	3619	3529
1/3 page	3383	3288	3196	3107	3019	2936	2853	2773
1/4 page	2978	2913	2849	2787	2724	2665	2606	2549
1/6 page	2506	2451	2397	2344	2292	2242	2193	2144
DPS flat rate:	11450 (includes 4-colour)							

COLOUR & PRINTING

4-colour process: \$1974
Matched: \$1314
Binding: perfect binding

SPECIAL POSITIONS

Special positions: 15-25% surcharge
IFC: \$8721 incl. 4/C
IBC: \$8196 incl. 4/C
OBC: \$9139 incl. 4/C

INSERTS

2 pages (single sheet front and back): \$5692
4 pages: \$11404

Split runs 2-page: \$3782
4-page: \$7564

FAIR BALANCE (FB) RATES B&W

	1X	6X	12X	18X	24X	30X	36X	44X	FB 4-COLOUR
1 page	\$1891	1849	1797	1747	1698	1651	1604	1560	1974
2/3 page	1623	1587	1583	1519	1485	1452	1421	1389	1303
1/2 page	1251	1223	1195	1170	1143	1119	1094	1070	987
1/3 page	967	946	924	904	884	865	846	827	683
1/4 page	872	853	834	816	798	780	763	747	467
1/6 page	757	740	723	708	692	677	662	648	394

ISSUE AND MATERIAL DATES

Issue month	Publication date	Advertising closing	Material due
January	January 15	December 15	December 18
February	February 12	January 14	January 21
March	March 11	February 16	February 23
April	April 15	March 15	March 22
May	May 13	April 14	April 21
June	June 15	May 13	May 20
July/August (Summer)	July 29	June 28	July 7
September	September 15	August 16	August 23
October	October 14	September 15	September 22
November/December (Holiday)	November 11	October 14	October 21

EARNED RATES & AGENCY DISCOUNTS

Earned rates are based on the total amount of space run in 12 consecutive months.
 Commission: 15% of gross billing to recognized agencies. Terms: Net 30 days.
 The Advertising Agency and the client are jointly and severally responsible for the payment of invoices.

TOTAL QUALIFIED CIRCULATION

41,519 physicians. *Doctor's Review* is distributed nationally to general practitioners, family physicians and medical specialists.
 (doctorsreview.com/advertising)

SALES CONTACT

Stephanie Gazo (stephanie@parkpub.com)
 553 Prestwick Drive
 Oshawa, Ontario L1J 7P4
 Tel: 888-489-8045; Fax: 905-571-9051

PRODUCTION CONTACT

Claudia Masciotra (masciotra@parkpub.com)
 400 McGill Street, 4th Floor
 Montreal, Quebec H2Y 2G1
 Tel: 800-663-7403, ext. 103

