

## 2017 DISPLAY B&W

	1X	6X	12X	18X	24X	30X	36X	44X
<b>1 page</b>	\$5,765	5,621	5,480	5,344	5,210	5,081	4,952	4,828
<b>2/3 page</b>	5,272	5,141	5,011	4,887	4,765	4,645	4,529	4,417
<b>1/2 page</b>	4,297	4,190	4,085	3,983	3,884	3,786	3,691	3,600
<b>1/3 page</b>	3,451	3,354	3,260	3,169	3,079	2,995	2,910	2,828
<b>1/4 page</b>	3,038	2,971	2,906	2,843	2,778	2,718	2,658	2,600
<b>1/6 page</b>	2,556	2,500	2,445	2,391	2,338	2,287	2,237	2,187
<b>DPS flat rate:</b>	11,679 (includes 4-colour)							

## COLOUR & PRINTING

**4-colour process:** \$1,974

**Matched:** \$1,314

**Binding:** perfect binding

## SPECIAL POSITIONS

**Special positions:** 15–25% surcharge

**IFC:** \$8,721 incl. 4/C

**IBC:** \$8,196 incl. 4/C

**OBC:** \$9,139 incl. 4/C

## INSERTS

**2 pages (single sheet front and back):** \$5,806

**4 pages:** \$11,632

**Split runs 2-page:** \$3,858

**4-page:** \$7,715

## FAIR BALANCE (FB) RATES B&W

	1X	6X	12X	18X	24X	30X	36X	44X	FB 4-COLOUR
<b>1 page</b>	\$ 1,929	1,886	1,833	1,782	1,732	1,684	1,636	1,591	1,974
<b>2/3 page</b>	1,655	1,619	1,615	1,549	1,515	1,481	1,449	1,417	1,303
<b>1/2 page</b>	1,276	1,247	1,219	1,193	1,166	1,141	1,116	1,091	987
<b>1/3 page</b>	986	965	942	922	902	882	863	844	683
<b>1/4 page</b>	889	870	851	832	814	796	778	762	467
<b>1/6 page</b>	772	755	737	722	706	691	675	661	394

## ISSUE AND MATERIAL DATES

Issue month	Publication date	Advertising closing	Material due
January	January 12	December 13	December 16
February	February 9	January 12	January 19
March	March 9	February 14	February 21
April	April 13	March 14	March 21
May	May 11	April 13	April 20
June	June 13	May 12	May 19
July/August	July 27	June 27	July 6
September	September 13	August 15	August 22
October	October 12	September 14	September 21
November/December	November 9	October 13	October 20

## 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

41,991 physicians. *Doctor's Review* is distributed nationally to general practitioners, family physicians and medical specialists. ([doctorsreview.com/advertising](http://doctorsreview.com/advertising))

## SALES CONTACT

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## PRODUCTION CONTACT

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