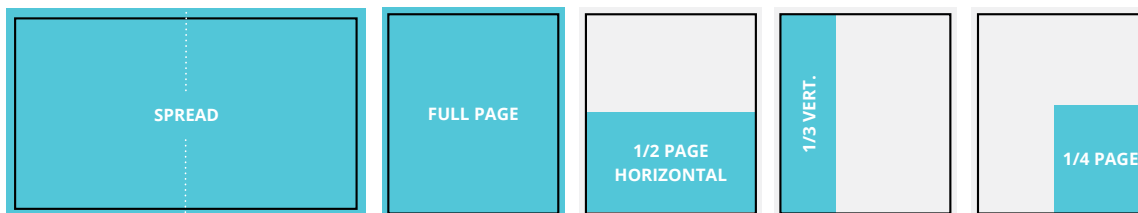


Rates & Specs

PHYSICAL THERAPY PRODUCTS

Print



PREFERRED POSITIONS

Premium:

Premium Placement \$550

Color Rates:

CMYK - Spread \$1,250

CMYK \$850

Spot Color \$550-1,100

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$6,650	\$6,420	\$6,210	\$5,920	\$5,310	\$5,160	\$4,900
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$3,325	\$3,210	\$3,105	\$2,960	\$2,655	\$2,580	\$2,450
1/2 Page Horizontal	7 x 4.875	-	-	\$2,205	\$2,155	\$2,080	\$1,990	\$1,785	\$1,730	\$1,645
1/3 Page Vertical	2.375 x 10	-	-	\$1,705	\$1,645	\$1,620	\$1,535	\$1,380	\$1,335	\$1,265
1/4 Page Vertical	3.375 x 4.875	-	-	\$1,440	\$1,390	\$1,370	\$1,290	\$1,175	\$1,135	\$1,080

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Mix. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: KAREN ECKMAN 913.955.2764, FAX 913.647.6108, KECKMAN@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/1uhVNQ89Ng