

2018 DISPLAY B&W

	1X	6X	12X	18X	24X	30X	36X	44X
1 page	\$5,880	5,734	5,590	5,451	5,314	5,183	5,051	4,925
2/3 page	5,377	5,244	5,111	4,985	4,860	4,738	4,620	4,505
1/2 page	4,383	4,274	4,167	4,063	3,962	3,862	3,765	3,672
1/3 page	3,520	3,421	3,325	3,232	3,141	3,055	2,968	2,885
1/4 page	3,099	3,030	2,964	2,900	2,834	2,772	2,711	2,652
1/6 page	2,607	2,550	2,494	2,439	2,385	2,333	2,282	2,231
DPS flat rate:	11,913 (includes 4-colour)							

COLOUR & PRINTING

4-colour process: \$1,974

Matched: \$1,314

Binding: perfect binding

SPECIAL POSITIONS

Special positions: 15–25% surcharge

IFC: \$8,895 incl. 4/C

IBC: \$8,360 incl. 4/C

OBC: \$9,320 incl. 4/C

INSERTS

Call for rates

FAIR BALANCE (FB) RATES B&W

	1X	6X	12X	18X	24X	30X	36X	44X	FB 4-COLOUR
1 page	\$ 1,968	1,924	1,870	1,818	1,767	1,718	1,669	1,623	1,974
2/3 page	1,688	1,651	1,647	1,580	1,545	1,511	1,478	1,445	1,329
1/2 page	1,302	1,272	1,243	1,217	1,189	1,164	1,138	1,113	1,007
1/3 page	1,006	984	961	940	920	900	880	861	697
1/4 page	907	887	868	849	830	812	794	777	507
1/6 page	787	770	752	736	720	705	689	674	402

ISSUE AND MATERIAL DATES

Issue month	Publication date	Advertising closing	Material due
January	January 15	December 14	December 18
February	February 15	January 16	January 19
March	March 15	February 15	February 19
April	April 12	March 15	March 20
May	May 15	April 16	April 20
June	June 14	May 15	May 21
July/August	July 26	June 28	July 3
September	September 13	August 15	August 20
October	October 15	September 13	September 17
November/December	November 22	October 18	October 25

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

41,477 physicians. *Doctor's Review* is distributed nationally to general practitioners, family physicians and medical specialists.

(doctorsreview.com/advertising)

SALES CONTACT

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