

Advertising Rates and Specifications

Magazine Advertising Rates

GENERAL ADVERTISING RATE

Rates are determined by the total space used within a 12-month period.

THE FOLLOWING ADVERTISING ANNUAL NET RATES ARE EFFECTIVE FOR ALL ADVERTISERS ON **JANUARY 1, 2021**

	1x	3x	6x	12x
Spread	\$8,575	\$8,205	\$7,805	\$7,435
Full-Page	\$5,685	\$5,465	\$5,225	\$4,955
2/3 Page	\$4,815	\$4,645	\$4,445	\$4,225
1/2 Page	\$4,395	\$4,235	\$4,065	\$3,875
1/3 Page	\$3,965	\$3,825	\$3,685	\$3,525
1/4 Page	\$3,535	\$3,425	\$3,305	\$3,165

COVER RATES

Cover charges are in addition to space. Cover positions require a 12-page minimum contract and a 90-day notice of cancellation.

Inside Front Cover \$785
Inside Back Cover \$595
Back Cover \$965

SPECIAL POSITION RATES

The publisher reserves the right to select ad locations unless the advertiser pays a 10% premium on space. Positions on pages 1 and 2 require an 8-page minimum contract.

CLASSIFIED ADVERTISING

Classifieds are \$225 per column inch with a minimum of two inch.

CLASSIFIED SPECIFICATIONS

Two-column format column width: 3 3/8"

MAGAZINE ADVERTISING DUE DATES:

	Signed Insertion Order Deadline	Materials Deadline
January	12/18/2020	12/21/2020
February	01/21/2021	01/25/2021
March	02/18/2021	02/22/2021
April	03/08/2021	03/11/2021
May	04/05/2021	04/08/2021
June	05/03/2021	05/06/2021
July	06/07/2021	06/10/2021
August	07/21/2021	07/22/2021
September	08/04/2021	08/09/2021
October	09/06/2021	09/09/2021
November	10/04/2021	10/07/2021
December	11/03/2021	11/08/2021

ALL CANCELLATIONS DIRECTED TO:

Provider Magazine | Attn: Sharon Purvis
1201 L Street, NW | Washington, DC 20005

Cancellations will not be accepted after the space reservation deadlines as listed. Cancellations not made in writing or within the cancellation period will be charged to the advertiser at the full rate.

Any revised ad copy received after the art deadline will be charged an extra \$200.00. New art cannot be accepted after blue-line.

Magazine Advertising Specifications

MECHANICAL REQUIREMENTS

Publication Trim Size: 8 1/8" x 10 7/8"

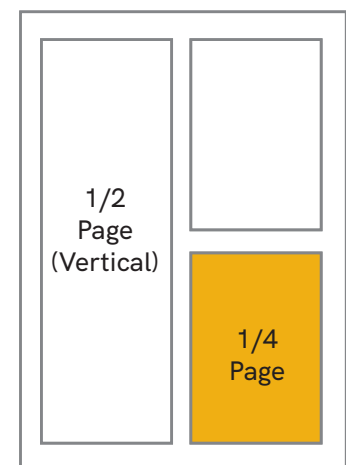
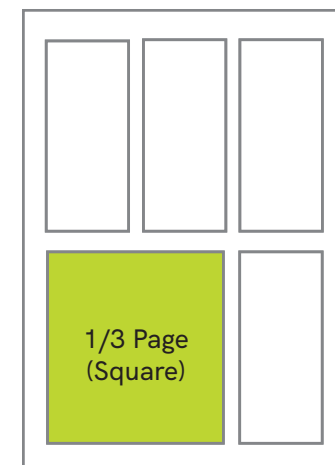
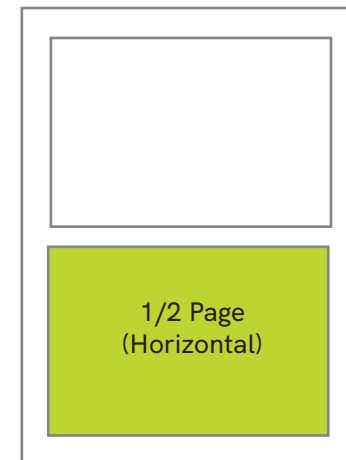
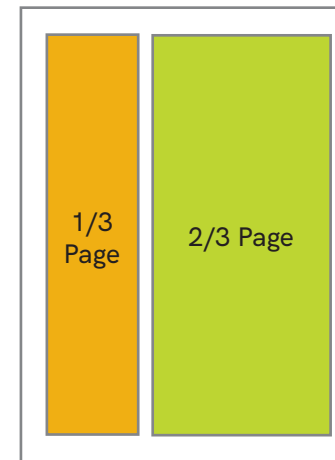
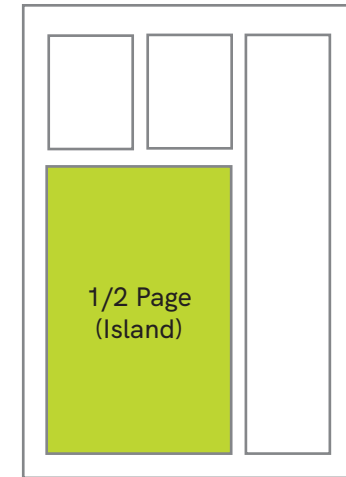
Note: Allow exactly 0.125 (1/8") of bleed beyond your trim size. All ad copy, including logos, addresses, etc., must be 0.188 (3/16") within trim boundaries.

SEND ADVERTISING MATERIALS TO:

Provider Magazine's Sales Contact

If new material is not received by the closing date, the latest ad of similar size and color will be used.

Space Unit	Width x Height
Spread (non-bleed)	16 1/4" x 10 7/8"
Spread (bleed)	16 3/8" x 11"
Full Page (non-bleed)	7" x 10"
Full Page (bleed)	8 3/8" x 11 1/8"
2/3 Page	4 1/2" x 9 1/2"
1/2 Page (horizontal)	7" x 4 3/4"
1/2 Page (island)	4 1/2" x 7 1/4"
1/2 Page (vertical)	3 3/8" x 9 1/2"
1/3 Page (square)	4 1/2" x 4 3/4"
1/3 Page (vertical)	2 1/8" x 9 1/2"
1/4 Page	3 3/8" x 4 3/4"



Magazine Advertising Specifications (Continued)

DIGITAL EDITION SPECIFICATIONS

Digital edition advertisers follow dimensions for print editions. Full page digital edition advertisers only follow the non-bleed option, 7" x 10"

All digital edition advertisements should be submitted without crop marks.

MAGAZINE OFFSET PRINTING SPECIFICATIONS

Provider will accept advertising materials for reproduction as follows:

Electronic Files: Provider is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format using the Adobe Acrobat Distiller job options settings required for proper output.

Please contact Shevona Johnson, Production Manager, 202-898-6303 or sjohnson@providermagazine.com, for our Adobe Distiller job settings.

Four-color ads must be CMYK only. Black-and-white ads must be grayscale only. Please be sure your PDF does not contain ICC, RGB, LAB, or Spot-based colors. For optimal resolution, please ensure that embedded 4-color graphics are at least 600 dpi. All fonts must be embedded and crop marks included. In addition, a high-resolution digital proof must be provided with your ad.

Provider cannot guarantee an exact color match. Provider is not responsible for color shifts due to differences between the file and the proof.

Tone Reproduction: Continuous-tone color files must be separated to CMYK using GCR or UCR methods with a maximum density of 280 percent for all links.

Rotation of Colors: Web-fed rotation is cyan, magenta, yellow, and black four-color process.

Binding: Saddle stitched. Some issues may be perfect bound.

Take-Over Web Banner Rates and Specifications

Banner Specifications

To maintain continuity throughout the site, banner ads will be formatted as companion ads/roadblock ads. Please design all ads with the same branding design to ensure that your message receives the maximum visibility.

All sizes below must be provided by each advertiser.

Location Zone	Width X Height
Pencil	1564px X 30px
Drop-down	1564px X 340px
Top Zone	1564px X 106px
Right Zone	418px X 687px
Bottom Zone	1564px X 72px
Phone Banner	705px X 123px
Phone Right Zone	705px X 240px

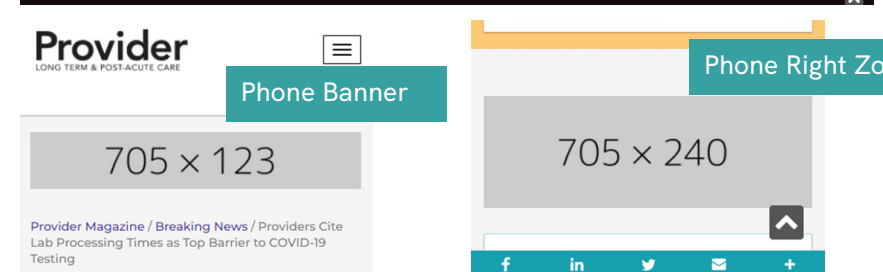
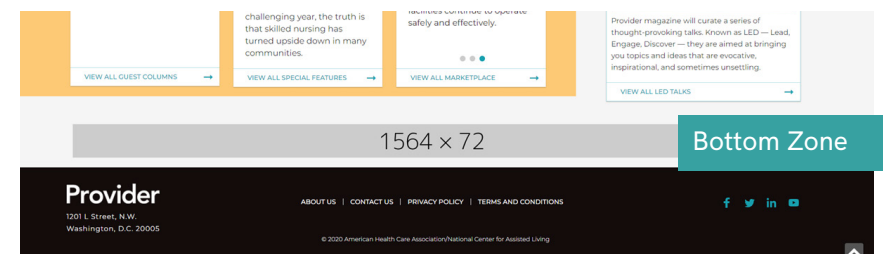
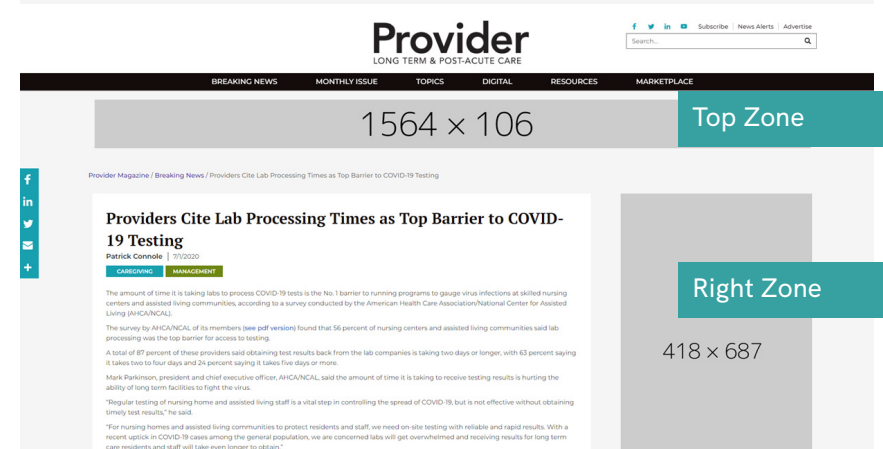
Format GIF, JPEG, PNG, Flash

* File size not to exceed 500KB.

COST PER MONTH

Print advertisers \$2,500

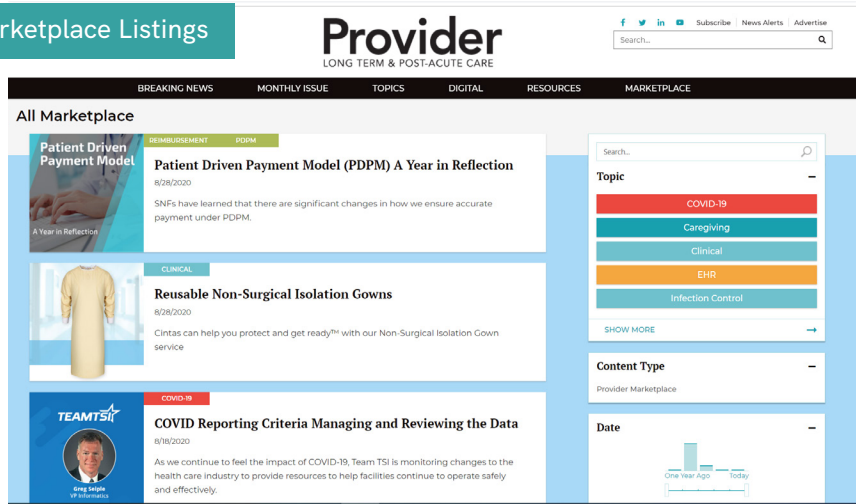
Non-print advertisers \$5,000



Marketplace Rates and Specifications

Marketplace listings appear on providermagazine.com and in *The Link* sent to 50,000 subscribers.

The Link, marketplace e-newsletter, 2021 Run Dates:



Content Areas	Specifications
Title	Maximum 10 words
Abstract	Maximum 25 words
Expanded Description	250 - 500 words
Tile Image	740px X 740px
Image Format	JPG or PNG

COST PER LISTING
\$3,000

Month	The Link Run Dates		
January	1/7	1/21	
February	2/4	2/18	
March	3/4	3/18	
April	4/1	4/15	4/29
May	5/13	5/27	
June	6/10	6/24	
July	7/8	7/22	
August	8/5	8/19	
September	9/2	9/16	9/30
October	10/14	10/28	
November	11/11	11/25	
December	12/9	12/23	