

# Oncology Net Guide

## Mechanical Requirements

**Trim Size:** 7 7/8" x 10 3/4"

**Binding:** Saddle (subject to change)

### Reproduction Requirements:

All necessary crop and registration marks. Two sets of high quality proofs required. The word "advertisement" may be added to copy that, in the publisher's opinion, resembles editorial matter.

### Non-Bleed Sizes:

Single page	7" x 10"
Two-thirds page	4 1/2" x 10"
One-half page horizontal	7" x 4 7/8"
One-half page vertical	3 1/2" x 10"

**Consult publisher for fractional rates.**

### Bleed Sizes:

Full Page	8 1/8" x 11"
Spreads (Full Bleed)	16 1/4" x 11"
Spreads (Gutter Bleed)	16 1/4" x 11"

### Disposition:

Film not called for within 12 months of insertion will be destroyed. Inserts will be held for six months.

### Bellybands

18" (w) x 6" (h) **Center panel:** 7 7/8"

Allow 1" glue space on both ends

**Stock:** 70 lb., Pub Gloss 87

### Bellyflaps

7 7/8" (w) x 6" (h) Allow 1" glue space

**Stock:** 70 lb., Pub Gloss 87

### Insert Requirements:

Two-Page, full size cards/inserts – must tip

Jog to head (standard)

Allow 1/8" head, 1/8" face & 1/8" foot

All live matter must be 1/4" from the trim size

– 1/8" head – 1/8" foot

Spoilage Allowance: 4% of the print count.

Must have 1/8" head trim. May not exceed .5" for the face and foot trim.

#### a. Sizes:

Untrimmed size: 8" x 11"

Trim size: 7 7/8" x 10 3/4"

Trims 1/8" head, 1/8" foot. Jogs at head.

All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding.

#### b. Stock:

One leaf (2 pages) – 80 lb. maximum.

Multiple leaf inserts – 70 lb. maximum.

### Insert Quantities:

Oncology

22,500

### Shipping:

Customer-furnished cards or inserts should be either carton packed or stacked in E-containers. Skids must be marked on all four sides with the title of the magazine and date of issue. A sample of the card or insert should be placed on all four sides of the container. A packing list should also be included showing the exact amount shipped and total number of cartons or skids.

### Digital Files:

*Oncology Net Guide* accepts digital files in the following MAC OS X formats:

- Press-Ready PDF's (Acrobat 6.0 preferred)
- EPS or TIFF (Photoshop or Illustrator CS)

### Ship Digital Files and Insert Samples To:

Attention: Ari Mihos

Intellisphere, LLC

666 Plainsboro Road, Suite 300

Plainsboro, NJ 08536

The CD-ROM must be accompanied by two sets of matchprints or similar high-quality color proofs.

### Contracts:

Subject to publisher's approval.

### Rate/Circulation Guarantee:

Rates and/or circulation subject to change within 45 days' notice. Contracts accepted with the understanding that rates and circulation will be guaranteed for two months beyond last issue closed.

### Contracts, Insertion Orders, Reproduction Material, Progressive Proofs, and Other Instructions:

Oncology Net Guide

Intellisphere, LLC

666 Plainsboro Road, Suite 300

Plainsboro, NJ 08536

(609) 716-7777 (Phone) • (609) 716-4747 (Fax)

info@mdnetguide.com (e-mail)

Internet address: [www.oncng.com](http://www.oncng.com)

For more information contact Ari Mihos at [amihos@mdng.com](mailto:amihos@mdng.com) or (609) 716-7777 ext. 138

# Oncology Net Guide

Incentives & Corporate Discounts

All advertisers in any Intellisphere publication are entitled to the following incentives and discounts:

**1. Corporate Discounts**

Based on 2005 net corporate spending levels for both advertising and special projects, advertisers will automatically qualify for the corresponding discount on all journal advertising.



**2. MDNG Interactive**

Advertise in all issues of a given edition of *Oncology Net Guide* and receive inclusion in all issues of **Oncology Interactive** at **NO** charge.

**3. Primary Care Combination Discount**

Clients who advertise the same product, the same ad unit in the same month in both *Oncology Net Guide* and the Primary Care Edition of *MD Net Guide* will receive an \$800 discount off the earned black & white rate in the Primary Care Edition, and a 50% discount off of the color charge in *Oncology Net Guide*.

**4. Specialty Combination Discount**

Advertise the same product, the same ad unit in the same month in *Oncology Net Guide* and any *MD Net Guide* Specialty Editions and receive the following corresponding discounts per page per publication:

- Advertise in two (2) specialty publications and save \$200/page
- Advertise in three (3) or more specialty publications and save \$300/page

**5. Launch Product Incentive**

With a commitment to run four (4) insertions, the advertiser will receive one free page pre-launch ad and the fifth (5th) insertion at no charge. The 5th insertion must be the smallest of the ad units, or the same size as those placed in the previous four insertions.

2005 Net Billing		% off 2006 Gross Billing
	\$100,000 - \$399,999	2.0%
	400,000 - 599,999	2.5%
	600,000 - 799,999	3.0%
	800,000 - 999,999	3.5%
	1,000,000 - 1,499,999	4.0%
	1,500,000 - 1,999,999	4.5%
	2,000,000 - 2,499,999	5.0%
	2,500,000 - 2,999,999	5.5%
	3,000,000 & above	6.0%