

# PRINT ADVERTISING

Print advertising is the foundation of any B2B marketing program. With an average **shelf life of 2-4 years**, Scott's Medical Directories allows your print ad to go the extra mile.

Advertising space is available in full-colour and in two sizes to choose from, single-page and double-page spread. Positioning is available in the Front, Back and Section endings.

For information on available space and positioning, please call 1-800-408-9431 ext 21 to speak with a Scott's representative.

Scott's Medical Directories	Single Page Ad Rate	Single Page Ad Size	Double Page Ad Rate	Double Page Ad Size	Closing Dates	Release Date	Published
Canadian Medical Directory	\$3,445	8.375" x 10.875"	\$6,320	16.75" x 10.875"	2 months prior	1 month prior	Jun
Directory of Healthcare Personnel	\$2,065		\$3,675				Dec
Canadian Pharmacists Directory	\$1,260		\$2,295				Dec
<b>Medical Print Power Package</b> <small>(Includes one ad space in all 3 print directories. Jump in at any time for a complete 12-month cycle)</small>	\$5,420		\$9,835				N/A

**NOTE:** Advertising space is not available for the Canadian Dental Directory print edition due to its bi-annual publication schedule. Next edition is scheduled for release in December of 2009

## Specifications

### Single Page

Live Area: 7.5" x 10.125"  
Trim Size: 8.375" x 10.875"  
Bleed: Min. 3/16" around Trim Size

### Production

Binding Method: False Case Binding  
Printing Method: CMYK  
Resolutions: 600 dpi  
Line Screen: 133 lpi required  
Formats: PDF or TIF(F)

### Double-Page Spread

Live Area: 15.875" x 10.25"  
Trim Size: 16.75" x 10.875"  
Bleed: Min. 3/16" around Trim Size  
Gutter: 3/16" on each side of centre

For ads with type running through gutter, please allow for letter and word break. Word Break = 3/16" on each side of centre. Letter Break = 1/8" on each side of centre. Publisher is NOT responsible for line-up of any type or images running through the gutter on spreads.

Note: To avoid production problems and additional charges, please ensure that file is press optimized, and all colours are converted from RGB or SPOT to composite CMYK. Also, please ensure that all fonts are embedded in the file.

