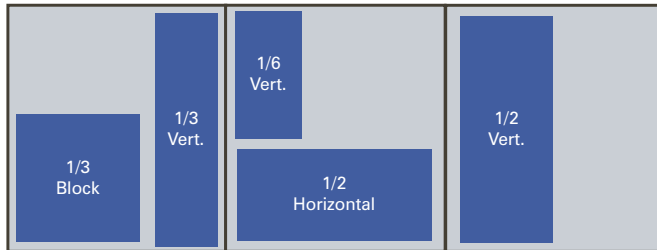


## Magazine Mechanical Requirements

Page Size	8 3/8 x 10 7/8" (trim)
Back Page (Live)	7 7/8 x 9"
Full Page (Live)	7 7/8 x 10"
1/2 Horizontal	7 7/8 x 4 15/16"
1/2 Vertical	3 7/8 x 10"
1/3 Vertical	2 1/2 x 10"
1/3 Block	5 3/16 x 4 15/16"
1/6 Vertical	2 1/2 x 4 15/16"
Bleeds	Add 1/8"



## Digital File Requirements

- Submit all artwork in Mac-based QuarkXPress, Adobe Illustrator, Adobe Photoshop or as a PDF file, press-optimized. Please use Acrobat Distiller to create your PDF. Visit [www.ipipublishing.com/pdf\\_guidelines](http://www.ipipublishing.com/pdf_guidelines) for PDF submission guidelines.
- Graphics should be set at a minimum resolution of 400 dpi.
- All colors must be created as process colors and as CMYK.
- All ads larger than 5MB can be uploaded to our FTP site. Go to [www.ipipublishing.com](http://www.ipipublishing.com) and select Advertiser Support. Ads can also be mailed to us at the address below or can be e-mailed to: [graphics@ipipublishing.com](mailto:graphics@ipipublishing.com).

### Innovative Publishing Ink

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# L O U I S I A N A FAMILY DOCTOR

An Official Publication of the Louisiana Academy of Family Physicians Fall 2006 • Volume 19 • Number 3



**2007 RATE CARD**

*Give Your  
Marketing Plan  
a Check-Up*

## Make Your Appointment Today!

*Louisiana Family Doctor* is a full-color, quarterly magazine of the Louisiana Academy of Family Physicians. It is distributed to approximately 1,500 family physicians, residents, medical students and legislators. *Louisiana Family Doctor* is an excellent forum to reach this targeted audience with your products and services.

## Reserve Your Space

As recent studies show, more consumers report that they "often purchase a product or service as a result of magazine advertising."\* It is still the preferred medium for consumers to learn about product and services. Make *Louisiana Family Doctor* a "must" for your 2007 marketing program.

## Publisher

Innovative Publishing Ink, a publisher of corporate and association magazines for over a decade, is the official publisher of *Louisiana Family Doctor*. Contact Bob Sales at 502.423.7272 for advertising rates and space availabilities.

\* Source: Magazine Publishers of America, 2003



## Net Annual Advertising Rates

	B&W		Color	
	1x	4x	1x	4x
Back Cover	n/a	n/a	n/a	1100
IFC, IBC	1020	850	1420	1000
Full Page	900	750	1300	950
1/2 Page	530	440	930	640
1/3 Page	410	340	810	540
1/6 Page	240	200	640	400
Consultants Directory	250			

(Rate includes first seven lines, \$10 for each additional line)

## Production Charges

The rate for design and layout is \$50 for black-and-white ads and \$150 for color ads.

## Payment Terms

- Minimum 50% with insertion order
- Make checks payable to INNOVATIVE PUBLISHING INK.
- American Express, MasterCard or Visa accepted

## Mechanical and Digital File Requirements

Please see the back of this sheet.

## Editorial Calendar

Deadline	Issue
2/14/07	March
5/16/07	June
8/16/07	September
11/16/07	December

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