



2020 PRINT ADVERTISING RATES

CARDIOMETABOLIC Chronicle

ADVERTISING AND CONTENT DEADLINE:

2ND QUARTER ISSUE
MARCH 31, 2020

3RD QUARTER ISSUE
JUNE 30, 2020

4TH QUARTER ISSUE
SEPTEMBER 31, 2020

MECHANICAL SPECIFICATIONS

REQUIRED FILE FORMAT

- PDF(Press Quality)
- High resolution (300 dpi)
- CMYK

PLEASE NOTE:

- PDF files must contain only **4-color process images** (CMYK).
- CMHC is not responsible for PDF files prepared incorrectly.
- All files must have a minimum of .125" bleed

SPOT COLORS:

Pantone (PMS), Metallic, and Day-Glo inks are available at an extra cost, but must be requested in advance. Otherwise, CMHC will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot be expected to exactly match CMYK equivalent.

IMAGE REQUIREMENTS:

All images for ads should be color corrected and provided at or above our minimum resolution requirement of **300 dpi**. Image files should be **CMYK** and in .tif, .eps, or .jpg file format.

DISPLAY ADVERTISING RATES*

AD SIZE	4-COLOR PRICE
Two-Page Spread	\$6,457
Full Page	\$3,800
Half Page	\$2,300

*All rates quoted in U.S. Dollars.

SPONSORED ARTICLE

ARTICLE SIZE	PRICE
Two-Page Spread	\$7,457
Full Page	\$4,800

Raise brand awareness of your product whilst also aligning your company with respected, valuable and high-impact journal content by sponsoring an article in the Cardiometabolic Chronicle.



TRIM SIZE	8.375" x 10.875"
BLEED	8.625" x 11.125"
LIVE AREA	7.875" x 10.375"



TRIM SIZE	16.75" x 10.875"
BLEED	17" x 11.125"
LIVE AREA	16.25" x 10.375"



TRIM SIZE	8.375" x 5.3125"
BLEED	8.625" x 5.5625"
LIVE AREA	7.875" x 4.8125"