

1ST QUARTER ISSUE - MARCH 2022

ADVERTISING AND CONTENT DEADLINE:

FEBRUARY 18TH, 2022

CMHC is proud to announce its new Pulse journal, a publication designed to reach 10,000 + active clinicians within the sphere of cardiometabolic health. The journal will not only provide clinicians with the most current and relevant information in cardiometabolic care, but also deliver exclusive access to faculty spotlights, partner communications, and interviews with KOLs in the industry. We are currently offering exclusive ad opportunities to our exhibitors, engineered to both increase your company's exposure and provide an additional point of access in reaching targeted and relevant stakeholders in the marketplace of cardiometabolic health.

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.

**FULL
PAGE**

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

**TWO PAGE
SPREAD**

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

**HALF
PAGE**

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