

**ADVERTISING RATE CARD • 2005 • Rate Card #18**

ISSUE	1	2	3	4	5	6	7	8	9	10	11	12
MONTH	January	February	March	April	May	June	July	August	September	October	November	December
SPACE RESERVATION	12/6/04	1/14/05	2/9/05	3/11/05	4/6/05	5/10/05	6/8/05	7/6/05	8/10/05	9/7/05	10/12/05	11/8/05
AD MATERIAL	12/13/04	1/21/05	2/16/05	3/18/05	4/13/05	5/17/05	6/15/05	7/13/05	8/17/05	9/14/05	10/19/05	11/15/05

**MARKET SHARE:** Foot & Ankle International (FAI) is a monthly medical journal that emphasizes surgical and medical management as well as basic clinical research related to foot and ankle problems. In circulation since 1980, FAI reaches more than 3,600 highly-trained orthopaedic foot and ankle specialists and allied health care providers. The majority of this group - more than 91% - are paid subscribers who rely on FAI as a major source of information to keep themselves up to date in their field of expertise.

**REPRODUCTION REQUIREMENTS:** PDF files are strongly encouraged. PDFs should be high-resolution images (higher than 266 dpi), CMYK, and/or grayscale colors. Inventory proof must accompany your file.

Halftone Screen: 133 - 150 line screen. Web offset negatives on .004" stable base material, marked for color, with register marks, center marks and trim marks clearly indicated. Negatives: right reading with emulsion side down. Mechanicals or camera ready copy are accepted for b & w advertisements. Identification proof must accompany each order. All color ads require color proofs, match print, cromalin, or tear sheet.

**AD SIZES:**

LAYOUT	Non-Bleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7"	10"	8 3/8"	11 1/8"
1/2 Pg Horiz	7"	5"	8 3/8"	5 1/2"
1/2 Pg Vert	3 1/2"	10"	4 1/4"	11 1/8"
1/4 Page	3 1/2"	5"	—	—

**AD TRIM SIZES:** Journal trims 3/16" off top, 1/8" off bottom and outside edge. Final trim size of publication is 8-1/8" x 10-7/8". Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

**GENERAL ADVERTISING RATES:**

Freq.	Quarter Page	Half Page	Full Page
1X	\$385	\$560	\$820
6X	\$350	\$510	\$765
12X	\$330	\$480	\$720



**Black and White rates**

**COLOR RATES:**

Add to earned B&W Rate	
Black and One-Process Color	\$495
Four-Color	\$995

**EXTRA CHARGES:**

B&W Composition Charges	
SIZE	COST
1 Page	\$210
1/2 Page	\$160
1/4 Page	\$125

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