

2010 advertising rates for *Critical Care and Resuscitation* (incl. GST)

Publication dates

March, June, September, December

Full page 4 colour Back Cover	\$2970
Full page 4 colour Inside Front Cover	\$2640
Full page 4 colour Opposite First Editorial	\$2640
Full page 4 colour Front Section	\$2310
Full page 4 colour Rear Section	\$2145
Full page 4 colour Inside Back Cover	\$2310
Full page B & W Front Section	\$660
Full page B & W Rear Section	\$495
Half page 4 colour Front Section	\$1485
Half page 4 colour Rear Section	\$1285
Half page B & W Front Section	\$430
Half page B & W Rear Section	\$330
Quarter page B & W Front Section	\$200
Quarter page B & W Rear Section	\$165
Loose onsert (max 275x210 mm)	\$1485
Frequency discount up to 10%	

Material requirements

Preferred file format is high resolution PDF.
Use CMYK for 4 colour scans (NOT RGB).
Fonts and images must be embedded within the PDF.

Mechanical data

Full page trim size	275 deep x 210 mm (+5 mm bleed all edges)
Full page box advert	245 deep x 178 mm
Half page box advert	115 deep x 178 mm
Quarter page box advert	115 deep x 85 mm
Half page vertical	230 deep x 85 mm

Printing

Cover: 250gsm artboard. Text: 90gsm matt art
Perfect bound

Artwork deadline: 6 weeks prior to publication

Advertising bookings: Laura Fernandez
Critical Care and Resuscitation

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