



A Publication of
Cardiovascular Credentialing International

the Pulse

2016 Advertising Rates & Specs

Frequency:

Four times a year

Circulation:

Includes over 21,000 active Registrants and industry contacts

Advertising Deadlines:

Issue 1	February 15
Issue 2	May 15
Issue 3	August 15
Issue 4	October 15

(When no copy is received for contracted space before closing deadline date, copy appearing in the previous issue will be inserted. No changes accepted after closing of contracting for appropriate issue.)

Mechanical Requirements:

Advertising files must be submitted via email.

Preferred file format is Adobe Acrobat PDF. All images must be high resolution.

Ads are available in black ink or full color.

Newsletter Format:

Trim.....	8-1/2" x 11"
Image Area	7-1/2" x 10"
Bleed Size for Full Page Ads.....	8-3/4" x 11-1/4"

Advertising Dimensions & Rates:

Advertising location is at the discretion of the editor, unless preferred placement requested. **Ads must adhere to dimensions specified below.**

	Dimensions	Black Ink	Full Color
Full Page Vertical	7-1/2" x 10"	\$1000	\$1500
Half Page Horizontal	7-1/2" x 4-7/8"	\$ 750.....	\$1000
Quarter Page Vertical	3-5/8" x 4-7/8"	\$ 450.....	\$750

Preferred Placement Requests:

Offered on a first-come, first-serve basis.

Inside back cover.....	add \$150 + rate
Back cover (half page only).....	add \$250 + rate

Contact:

Editor/Publisher.....	Christine Johnson
Email.....	cjohnson@cci-online.org

Other Terms:

All advertising is subject to publisher's approval. Advertising agency assumes liability for all content (including text, representation and illustration) of advertisements printed, and also assumes responsibilities for any claims arising made against the publisher.

Advertiser is liable for payment of all advertising charges incurred, whether advertising order is placed directly by advertiser or through an advertising agency or other second-party representative, and / or whether invoice is rendered to advertising agency or other second-party representative.



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2016 Advertising Space Contract

Completed space contract MUST be signed and returned to: CCI, Attention The Pulse, 1500 Sunday Drive, Suite 102, Raleigh, NC 27607

Contact Name _____ Phone _____

Firm Name _____

Billing Address _____

City _____ State _____ Zip _____

Email Address _____ Fax _____

Request for Space:

Please see attached rate card for rates, regulations and specifications.

(Check Issues of Insertion)	Deadline	Color / Black	Size	Cost	Preferred Placement
<input type="checkbox"/> Issue 1 2016	2/15/16	C / B	_____	\$ _____	_____
<input type="checkbox"/> Issue 2 2016	5/15/16	C / B	_____	\$ _____	_____
<input type="checkbox"/> Issue 3 2016	8/15/16	C / B	_____	\$ _____	_____
<input type="checkbox"/> Issue 4 2016	10/15/16	C / B	_____	\$ _____	_____

The advertiser agrees to pay, and will assume the responsibility for payment by the Advertiser's authorized agent, for all space used in accordance with this Space Contract. No cancellations will be accepted after the closing of the contract date for the appropriate issue. When no copy is received for the contracted space before the deadline date, copy appearing in the previous issue will be inserted. The editor reserves the right to reject any advertisement that does not meet the standards of *The Pulse* or Cardiovascular Credentialing International. Invoice will be emailed after issue has gone to print.

Advertiser or Authorized Signature

Title

Employer or Agency Name

Date