

CDA Journal rates

Inside (black & white)	1x	3x	6x	12x
Full page	\$2,050	1,865	1,715	1,550
2/3 page	1,605	1,475	1,325	1,260
1/2 page (horiz. or island)	1,210	1,125	1,040	900
1/3 page (horiz., vert. or sq.)	1,010	935	835	710
1/6 page (horiz. or vertical)	675	625	585	540

Corporate profile	1x
2-page center spread	8,200

Inserts

Base rate is \$2,500 for automated insertion. Hand insertion charges vary.

Special positions	6x	12x
Back cover	3,330	3,120
Inside front cover	3,160	2,925
Inside back cover	2,965	2,775

Position by request is 15 percent of black-and-white earned rates.

Color	1x
4-color process	825

Update rates

Inside (black & white)

Tabloid size	1x	3x	6x	12x
Full page	\$2,275	2,000	1,695	1,415
3/4 page	1,990	1,750	1,425	1,285
1/2 page (horiz. or island)	1,480	1,355	1,055	980
1/4 page (horiz., vert. or sq.)	685	615	560	510
1/8 page (horiz. or vertical)	415	375	285	225

Junior size	1x	3x	6x	12x
Full page	1,625	1,380	1,185	1,045
2/3 page	1,285	1,090	925	825
1/2 page (horiz. or island)	1,045	890	785	670

Inserts

Base rate is \$2,500 for automated insertion. Hand insertion charges vary.

Special positions

Back cover available to full page four-color ads only, at additional 15 percent of earned rates. All other positioning by request based on availability and at additional 10 percent of back-and-white earned rates.

Color	1x
4-color process	825

Scientific Session Guide rates

Inside	1x	Package rate*
Full page	\$2,075	1,660
1/2 page (horiz. or island)	1,235	990

*Package rates effective only with combinations of *Journal* and *Update* advertising.

Inserts

Base rate is \$2,500 for automated insertion. Hand insertion charges vary.

Special positions	1x
Back cover	2,735
Inside front cover	2,560
Inside back cover	2,425

Pocket Guide

Call for rates

Color	1x
3- or 4-color process	825