EDITORIAL

The American Heart Hospital Journal: The physicians and administrators directing the Heart Hospitals face new and challenging clinical management problems and opportunities. The original papers, reviews, case studies, and specialized departments will address these emerging needs. Editor in Chief, Dr. Sylvan Lee Weinberg, former President of the American College of Cardiology, has established an outstanding Editorial Board made up of world-renowned and respected master teachers and clinicians focused on these issues.

COVER AND PREFERRED POSITION RATES

In addition to earned B&W Rate*
2nd Cover: 35%
3rd Cover: 25%
4th Cover: 50%
Opposite Table of Contents: 10%
Positions available on a non-cancelable basis.

COLOR

In addition to earned B&W Rate*
Standard: $575
Matched: $725
4-Color Process: $1,427

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

2008 BONUS DISTRIBUTION

CONFERENCE DATE ISSUE
American College of Cardiology March 29 - April 1 Winter
American Heart Association November 9 - 12 Fall

FREQUENCY: QUARTERLY

Black and White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,620</td>
<td>$2,570</td>
<td>$2,520</td>
<td>$2,470</td>
<td>$2,420</td>
<td>$2,370</td>
<td>$2,320</td>
<td>$2,270</td>
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<tr>
<td>Half Page</td>
<td>$1,540</td>
<td>$1,490</td>
<td>$1,440</td>
<td>$1,390</td>
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<td>$1,290</td>
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<td>Quarter Page</td>
<td>$920</td>
<td>$870</td>
<td>$820</td>
<td>$770</td>
<td>$720</td>
<td>$670</td>
<td>$620</td>
<td>$570</td>
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Earned page rate is determined by the number of insertions per year (i.e., 4 half pages plus 2 full pages earn the 6× rate). Each insert page counts 1× toward earned page rate.
MECHANICAL REQUIREMENTS

PAGE SIZES, NON-BLEED:

<table>
<thead>
<tr>
<th>Section</th>
<th>Width</th>
<th>Depth</th>
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</thead>
<tbody>
<tr>
<td>Actual Page Trim</td>
<td>8&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot;</td>
<td>9&quot;</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3.75&quot;</td>
<td>9&quot;</td>
</tr>
</tbody>
</table>

BLEED PLATE SIZE:
8-1/4" × 11” bleed plate size. Includes 1/8” from head/foot/grind off and 1/8” from face. Keep live matter 1/2” from trim.

TYPE OF BINDING: Perfect, Publication jogs to the head.

PAPER STOCK:
- Inside: 50-60 lb.
- Covers: 80-100 lb.

HALFTONE SCREEN:
- Inside: 200 lpi
- Covers: 150 lpi

REPRODUCTION REQUIREMENTS
Negative, right reading, emulsion side down. All reproduction materials must have register marks, center marks, and trim marks clearly indicated. Each positive must be marked for color. Color ads must be accompanied by a press match color and a dylux or laser proof. Black and white ads must be accompanied by a dylux or laser proof.
Electronic artwork conforming to these guidelines will be accepted when provided as high-resolution .pdf or .eps files.

GENERAL INFORMATION
Le Jacq guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates. Only insertions of a parent company and subsidiaries are combined to determine the earned rate. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Le Jacq reserves the right to repeat a former ad. Cancellations must be received in writing by space closing deadline. If space is cancelled after deadline or ad materials are received too late, the advertiser will be charged for the insertion.

INSERT REQUIREMENTS

STOCKWEIGHT: maximum 80 lb. coated or offset

QUANTITY: 28,000

4-PAGE INSERT: 8-1/4” × 11” delivered flush folded. This size includes 1/8” on outside, bottom, top, and 1/8” on the gutter for trim. Keep live matter at least 1/2” from trim.

BLEED SIZE FOR TIPPED INSERTS: 7-7/8” × 11”. This includes a 1/8” face trim and 1/8” top and bottom trim.

POLYBAGGING GUIDELINES
Polybagging is available for advertising outserts with all Le Jacq publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Consult Le Jacq for complete guidance.

AD FORMAT AND PLACEMENT POLICY
Advertising is fully interspersed among editorial.

ADVERTISING/EDITORIAL RATIO: 20%/80%

CONTACTS:
Ship all Advertising Material as well as two Insert Examples to:
Le Jacq
Attn: Dominic Francese
AHH, Volume __, Issue ___
Three Enterprise Drive
Suite 401
Shelton, CT 06484
tel: (203) 944-9740 x 104

Ship Inserts to:
Dartmouth Printing Company
Attn: Lisa George
AHH, Volume __, Issue ___
69 Lyme Road
Hanover, NH 03755
tel: (603) 643-2220
fax: (603) 643-5479
email: lgeorge@dpc-nh.com
Please send two copies of inserts to Advertising Traffic Coordinator at address above.