

Effective January 1, 2017

**2017 BLACK AND WHITE DISPLAY ADVERTISING RATES**

Page Size	1x	6x	12x	24x	52x
Full	\$8,225	\$7,440	\$7,080	\$6,560	\$6,345
Half	\$5,410	\$4,880	\$4,580	\$3,960	\$3,850
Third	\$4,170	\$3,850	\$3,540	\$3,225	\$2,810
Quarter	\$3,080	\$2,810	\$2,700	\$2,600	\$2,080
Sixth	\$2,400	\$2,095	\$1,980	\$1,750	\$1,530

**2017 WORD RATES**

Per word, per issue.

Frequency*	Regular Type
1x	\$8.22
2-4x	\$6.58
5x or more	\$6.37

\*Ads must run consecutively

**Full Page Color Rates**

Four-color . . . . . \$2,420

**Half Page and Smaller Color Rates**

Four-color . . . . . \$1,340

**Corrections**

Fewer than 10 words . . . . . No charge  
More than 10 words . . . . . \$50

**Column/Inch Ads**

Per inch, per column (approximately 45 words per inch) . . . . . \$700  
Smallest unit available . . . . . 2 inches

Display ads are sold by 1/2-inch increments:

Rate = number of columns wide × number of inches long × \$700

**Web Fee**

Classified advertisers may choose to have their ads placed on NEJM CareerCenter (NEJMCareerCenter.org), the *New England Journal of Medicine's* physician career website, for a fee of \$160 for display ads or \$90 for classified line ads, per issue per advertisement. The Web fee ensures the ad will be online for a minimum of 21 days. The Web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made at the time the print ad is scheduled.

**Typesetting**

Typesetting services are available at additional cost:

Full-page . . . . .	\$440
1/3 or 1/2 page or 8 1/2 to 15" . . . . .	\$230
1/6 or 1/4 page or 3 1/2 to 8" . . . . .	\$190

**Closing Dates**

Full page run-of-book ads close 27 days prior to the issue date.  
For fractional ad unit close dates, closing is 20 days prior to issue date.

**Online Only Advertising Rates**

For online only rates for both permanent and *locum tenens* packages, please contact a Classified Advertising representative at ads@nejmcareercenter.org, or call (800) 635-6991. Unless otherwise notified, furnished files will be destroyed.