

Established in 1988

Published by STA COMMUNICATIONS INC.

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EDITORIAL STATEMENT:

- Feature Articles
 - Interviews with company presidents
 - Interviews with ad agency executives
- Departments
 - Therapeutic Trends
 - News from the industry (New Products, etc)
 - People on the Move
 - Ad Agency News
 - Wall Street View
 - PAAB Review

ISSUE DATES: 2014

ISSUED	CLOSING	MATERIAL
February/March	January 6	January 17
April/May	March 3	March 17
June/July	May 1	May 16
September/October	August 1	August 15
November/December	October 1	October 17

COMMISSION & CASH DISCOUNT

15% to recognized agencies; net 30 days. Payment policy: 2% per mo. will be charged on all overdue accounts past 30 days.

GENERAL ADVERTISING & CORPORATE ANNOUNCEMENTS

Rate Card No. 25, effective January 1, 2014

1 Page	\$1,755
2/3 Page	\$1,510
1/2 Page	\$1,155
1/3 Page	\$905
1/4 Page	\$755

COVERS5 time

2nd or 3rd Cover\$3375

4th Cover\$4190

INCL. 4-COLOUR PROCESS & BLEED; NONCANCELLABLE

COLOUR

Standard colour, per colour, per page, extra\$665

Matched colour, per colour, per page, extra\$810

4-colour & 3-colour process, per page, extra\$1325

PEOPLE ON THE MOVE ANNOUNCEMENTS

Text only\$185

Text & Photo\$425

BLEED

No charge

POSITION CHARGES

Preferred positions granted on a first-come-first-serve basis at: 25% extra.

INSERTS

Only backed-up inserts accepted. Single page inserts require a 2" lip for binding. Quantity required: 1,500. Maximum weight of stock: single page 80 lb., multiple page 70 lb. (25 x 38). Inserts to be supplied folded and untrimmed. Single page 10.5" (includes 2" lip) x 11.25" on binding edge; no copy to appear within 0.25" of border. Inserts printed in US must carry "Printed in USA" Ship prepaid in labelled boxes stating date of issue and quantity to STA Communications Inc. 6500 Trans-Canada Highway, Suite 310, Pointe-Claire, Quebec H9R 0A5.

MECHANICAL REQUIREMENTS

Printed offset

Type page: 7.625" x 10.375"

Trim size: 8.125" x 10.875"

Bleed page: 8.375" x 11.125"

D.P.S. Bleed: 16.5" x 11.125"

Line screen: 133-150

Unit	Wide	Deep
2/3 v.	5"	10.375"
1/2 h.	7.625"	5"
1/3 v.	2.5"	10.375"
1/4 square	3.375"	4.875"

Saddle-stitched

- All ad material must be supplied in PDF level 1.3 format or higher
- All images must be saved as a single file Tiff/EPS Binary encoded only
- All images must be in CMYK
- Resolution of all images must be at least 225 dpi
- Only the use of Postscript fonts is supported
- All fonts must be embedded in the PDF file
- All colours must be edited accordingly
- The trapping must be set to "Default" in QuarkXPress
- The offset of crop marks must be set to 12 pts
- The bleed must be set to 0.125"
- Nothing may be left in the margins of the PDF file — colour bar, text etc...
- Imported elements must not be trapped
- All material should be supplied with final dye-sublimation color proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size
- The publisher is not responsible for reproduction of colour advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD

CIRCULATION

Projected circulation for January 2014

Approximately 1,400 copies

- All Marketing Personnel in Pharmaceutical Companies
- Other Health Care Professionals in Market Access, Market Research, External Relations, Sales Management
- All Advertising Agency Personnel

PERSONNEL

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