



## WIAAP Print Newsletter Rate Sheet

### CONTENT

WIAAP's quarterly newsletter is dedicated to providing balanced, accurate and newsworthy information about current issues in pediatrics and the activities of the Wisconsin Chapter of the AAP.

Articles and notices cover organizational, clinical, economic, political, legislative, social and other medical activities. Content is written to challenge, motivate and assist pediatricians in communicating with patients, parents, colleagues, regulatory agencies and the general public.

### ACCEPTABILITY OF ADVERTISING

All advertising submissions are subject to review and approval by the WIAAP editorial staff.

### CIRCULATION

WIAAP's quarterly newsletter is mailed quarterly in January, April, July and October to over 1,000 member providers, public health officials in all three state departments and key contact legislators and is made available at local, regional and state meetings. Each issue is archived online at [wiaap.org](http://wiaap.org).

### ADVERTISING AND CONTENT SUBMISSION DEADLINES

<b>July 2018 issue</b>	Monday, June 4, 2018
<b>October 2018 issue</b>	Monday, September 3, 2018
January 2019 issue	Monday, December 3, 2018
April 2019 issue	Monday, March 4, 2019

### ADVERTISING RATES FOR 2018

Full page	8.5" x 11"	\$ 1,000	* Discounted rate: \$ 850
Half page	8.5" x 5.5"	\$ 600	* Discounted rate: \$ 500
<b>Premium</b> back panel placement		\$ 800	* Discounted rate: \$ 700
Quarter page	4.25" x 5.5"	\$ 350	* Discounted rate: \$ 300
1 side color insert	8.5" x 11"	\$ 1,500	* Discounted rate: \$ 1,300
2 side color insert	8.5" x 11"	\$ 2,000	* Discounted rate: \$ 1,700
Custom wrap/insert		Case by case	

\* 15% discount for prepaid orders for four (4) consecutive issues.

### PRODUCTION SPECIFICATIONS

WIAAP's quarterly newsletter is published four times per year as 16 pages, finished at 8.5 x 11 inches and is on gloss coated paper. We accept print-quality 4 color and black and white artwork, for example, in \*.png, \*.gif or \*.eps format.

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