

Infusion is the only publication in the United States that reaches the entire range of alternate site infusion therapy providers.

With a page rate of just \$226 per 1,000 circulation (one page B/W), Infusion offers advertisers a tremendous opportunity for visibility in this hard-to-reach marketplace.

Closing Dates

Space reservations must be received by the publisher on or before the first of the month preceding the issue date. Artwork must be received by the publisher on or before the tenth of the month preceding the issue date and should be sent to:

Infusion
100 Daingerfield Road
Alexandria, VA 22314

Pricing for Inserts

- Single-leaf (printed one side): Earned B/W rate plus tipping charge
- Single-leaf (printed both sides): 1.5x earned B/W rate plus tipping charge
- Three or more pages: Call publisher for information
- Tipping charge for all inserts: \$600
- Matched colors include any non-process color.

Color Rates

- Standard process colors: Earned B/W rates plus \$550 per color (per page or any fraction)
- Matched colors*: Earned B/W rates plus \$750 per color (per page or any fraction)
- Four-color: Earned B/W rates plus \$1,890 (per page or any fraction)
- Fifth color: Four color rates plus \$400

For more information about advertising in INFUSION, or to place an insertion order, call David Gershman 703-838-2665.

Classified Advertising

For pricing and specifications for classified advertising, including display classifieds, please call NHIA at 703-549-3740.

Special Orders

For information on pricing on business reply cards, advertising supplements, advertorials, or reprints, please contact the publisher's representative.

Rate Schedule

<i>B/W Rates</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>12x</i>
1 page	\$3,800	\$3,500	\$3,225	\$3,075
2/3 page	2,550	2,350	2,275	2,090
1/2 page	2,200	2,125	1,950	1,725
1/2 page island	2,400	2,350	2,150	1,900
1/3 page (vertical)	1,425	1,375	1,250	1,150
1/3 page (square)	1,525	1,475	1,350	1,250
1/6 page (vertical)	990	960	900	850
Next to contents	4,575	4,200	3,900	3,690
Page 1	4,225	3,900	3,600	3,425
Cover 2	4,225	3,900	3,600	3,425
Cover 3	4,225	3,900	3,600	3,425
Cover 4 (full 4 or 5 color only)	6,300	6,100	5,725	5,300

Advertising materials for web offset reproduction are acceptable and preferred in the following order:

Electronic File Requirements

- Ads can be composed on either Mac or PC platform.
- Colors available: PMS matched, process, 4-color process, simulated metallic
- Layout applications include: QuarkXpress, and InDesign.
- Supporting applications include: Illustrator, Freehand, Photoshop (Tiff or EPS format), Corel Draw, and Acrobat.
- Native page layout documents, PostScript, or PDF files only.
- Document size must be the same as final trim size.
- All bleeds must be at least 1/8 inch beyond trim.
- All live text or images should be 1/4 inch from trim.
- Linework – 1200 dpi
- Halftone work – 300 dpi/133 line screen
- Send all fonts and supporting artwork files.
- No stylized fonts or Truetype fonts.
- Include a laser proof printed at 100%. Indicate ad name, size, and color information (all color ads must include digital color proof).
- Label file with name of publication and include a printed a disc directory.
- A laser proof or PDF file should be sent to:
 Infusion
 100 Daingerfield Road or **fax:** 703-683-1484
 Alexandria, VA 22314 **email:** david.gershman@nhia.org

Insert Requirements

Please call NHIA for insert requirements.
 To have a complete set of guidelines faxed to you, call NHIA at 703-838-2661.

Type of Binding

Saddle-stitched

Disposition of Plates

Printing materials held for one year, then destroyed unless instructed otherwise

Halftone Screen

Covers: 150 screen
 Inside pages: 4/c: recommended, 133 and 150 acceptable; b/w, 2/c: 133 recommended, 120 acceptable

Issuance

Frequency: bimonthly
 Issue date: first week of month

Addresses for Mailing and Shipping

Contracts, insertion orders, publication set copy, complete offset materials (plates, progressives, proofs), and insert dummy for approval should be sent to:

Infusion
 100 Daingerfield Road
 Alexandria, VA 22314

Advertising Specs

	HORIZONTAL AD		VERTICAL AD	
	Wide	Deep	Wide	Deep
Bleed Sizes				
1 page	■	■	8-1/4" x	11 1/8"*
Spread	16-1/2" x	11-1/8"*	■	■
Gutter Bleed	■	■	■	■
Plate Sizes				
1 page	■	■	7" x	10" **
2/3 page	■	■	4-1/2" x	10"
1/2 page	7" x	5"	■	■
1/2 page (island)	■	■	4-1/2" x	7-1/2"
1/3 page (vertical)	■	■	2-1/8" x	10"
1/3 page (square)	■	■	4-1/2" x	5"
1/6 page	■	■	2-1/8" x	5"

* Trim size of publication is 8-1/8" x 10-7/8". 1/8" is trimmed off top, bottom and outside edge.

** Allow 1/2" safety margin inside trimmed edges for all live matter.