

metro new york rate card: medical research

get your message out to metro readers

we can help you reach the clientele you're looking for.

every month, metro new york reaches **2.1 million** potential patients in greater new york.

did you know?

70% of metro readers are aged **21-54**
44 median age
80% are employed.
\$89,000 household income*

source: nielsen scarborough 2014-15 r1.

rates

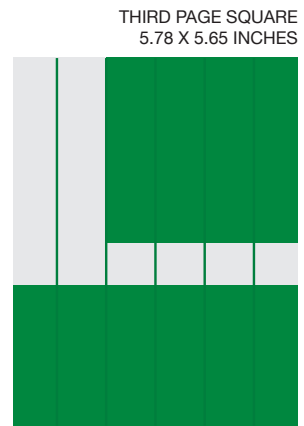
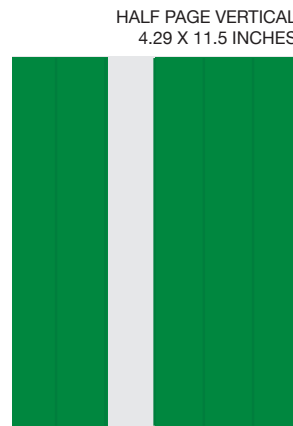
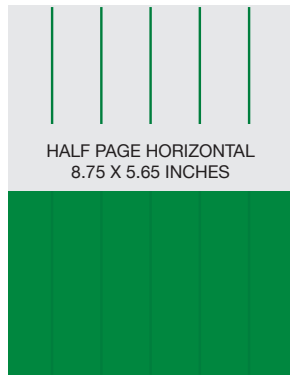
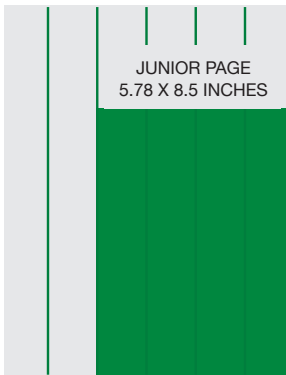
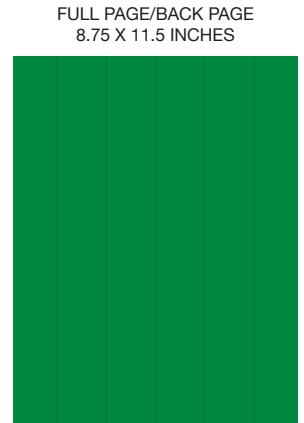
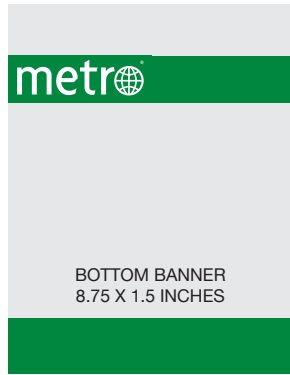
| ad unit | size | 1-3x | 4-6x | 7-10x | 11-25x | 26-38x | 39-51x | 52x+ |
|--------------------------|---------------|-----------|-----------|----------|----------|----------|----------|----------|
| full page | 8.75" x 11.5" | \$3,534 | \$3,320 | \$3,106 | \$2,950 | \$2,803 | \$2,663 | \$2,529 |
| half page | 8.75" x 5.65" | \$1,982 | \$1,821 | \$1,660 | \$1,577 | \$1,498 | \$1,423 | \$1,352 |
| third page | 8.75" x 3.7" | \$1,321 | \$1,229 | \$1,143 | \$1,086 | \$1,032 | \$980 | \$931 |
| quarter page | 4.29" x 5.65" | \$856 | \$774 | \$704 | \$669 | \$635 | \$604 | \$573 |
| sixth page | 2.81" x 5.65" | \$589 | \$536 | \$481 | \$457 | \$434 | \$412 | \$392 |
| eighth page | 2.81" x 4.2" | \$374 | \$348 | \$321 | \$305 | \$290 | \$275 | \$261 |
| twelfth page | 2.81" x 2.8" | \$295 | \$276 | \$258 | \$245 | \$233 | \$221 | \$210 |
| business card | 2.81" x 1.25" | \$267 | \$241 | \$214 | \$203 | \$193 | \$183 | \$174 |
| premium positions | | | | | | | | |
| front page banner | 1.5" x 11.5" | \$2,235 | \$2,123 | \$2,017 | \$1,916 | \$1,820 | \$1,729 | \$1,643 |
| front page skybox | 2.07" x 3.75" | \$1,134 | \$1,077 | \$1,023 | \$972 | \$924 | \$877 | \$834 |
| j front cover | 1.5" x 2.07" | \$4,859 | \$4,616 | \$4,385 | \$4,166 | \$3,958 | \$3,760 | \$3,572 |
| back cover | 8.75" x 11.5" | \$4,417 | \$4,196 | \$3,986 | \$3,787 | \$3,598 | \$3,418 | \$3,247 |
| onserts/post-it notes | 3" x 3" | \$125 cpm | \$105 cpm | \$95 cpm | \$85 cpm | \$75 cpm | \$65 cpm | \$55 cpm |

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print specifications

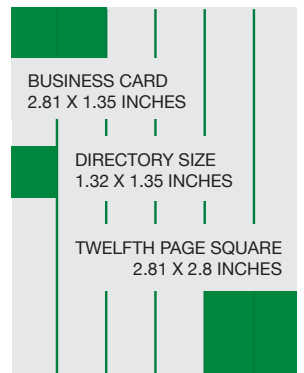
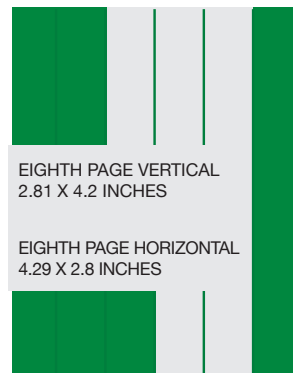
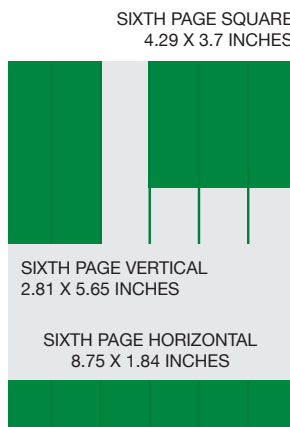
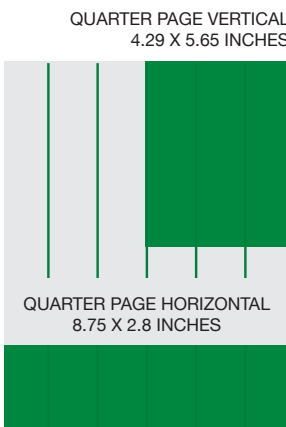


MAST BANNER
2.82 X 1.62 INCHES



THIRD PAGE VERTICAL
2.81 X 11.5 INCHES

THIRD PAGE HORIZONTAL
8.75 X 3.7 INCHES



QUARTER PAGE HORIZONTAL
8.75 X 2.8 INCHES

SIXTH PAGE VERTICAL
2.81 X 5.65 INCHES

SIXTH PAGE HORIZONTAL
8.75 X 1.84 INCHES

EIGHTH PAGE HORIZONTAL
4.29 X 2.8 INCHES

SIXTH PAGE VERTICAL TALL
1.32 X 11.5 INCHES

DIRECTORY SIZE
1.32 X 1.35 INCHES

TWELFTH PAGE SQUARE
2.81 X 2.8 INCHES