

The Original Internist



Clint Publications 

2016 Ad Packet



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2016 Advertising Packet

The Original Internist is a scientific publication on natural health care which is produced quarterly. Its goal is to publish case studies and scientific articles that promote discussion of contemporary ideas in the field of natural health care. Its national readership includes health care professionals from various fields and affiliations, including DCs, MDs, DOs, NDs, and PhDs. The circulation is currently at approximately 7,500 – 10,000.

Dr. Jack Kessinger, one of the founders of Clint Publications, was a well known and respected speaker on natural health care. Dr. Kessinger's lectures continue through Pro Health Seminars. We provide supplier sheets listing our advertisers at all Pro Health Seminars throughout the country.

Thank You For Your Consideration



2016 Advertising Parameters

Publication Deadlines: *The Original Internist* is published four times a year. Ads are accepted on a space available basis. The advertisement and payment are due on the 5th of the month preceding publication.

	Articles	Advertising
March Journal	February 5	February 5
June Journal	May 5	May 5
September Journal	August 5	August 5
December Journal	November 5	November 5

You may submit your own ad, or for a fee, Clint Publications will create one for you. Please submit ads in the following format:

- 1 **ELECTRONIC FORMAT:** Submission in electronic format must be on CD, DVD or E-Mailed. Art files should be saved as EPS, TIF or PDF. All fonts should be converted to outlines or provided with your art file, and the resolution at the desired ad size should be 300. Please send your artwork in the proper size to match your ad space.
- 2 **COLOR GRAPHICS:** Color art should be submitted in CMYK. Please keep in mind that computer screens are RGB and images are output as CMYK. Some color variation may occur due to the difference in screen image and printer output.
- 3 **BLEEDS and TRIM SIZE:** Art that bleeds off the edge of the page should be submitted with 1/4" of color past the cut line of the page. Words or art that must appear in the ad and should not be cut off, should remain 1/4" to the inside of the cut/edge of the page. Page size is 8.5 x 11.
- 4 **PHOTOS:** Digital photographs should be submitted at 300 resolution, and at the correct size for your ad space. Color photos that are submitted for black and white ads will be converted to grayscale for printing purposes.



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Receive a 10% discount for signing a year-long contract.

SIZE	COLOR	STYLE	DIMENSIONS	COST per issue
Full Page	Black & White	—	8.5" W x 11.0" H	\$500
Full Page	Full	—	8.5" W x 11.0" H	\$800
1/2 page	Black & White	Horizontal	7.5" W x 4.5" H	\$275
1/2 page	Full	Horizontal	7.5" W x 4.5" H	\$550
1/2 page	Black & White	Vertical	3.5" W x 9.5" H	\$275
1/2 page	Full	Vertical	3.5" W x 9.5" H	\$550
1/3 page	Black & White	Horizontal	7.5" W x 3" H	\$225
1/3 page	Full	Horizontal	7.5" W x 3" H	\$500
1/4 page	Black & White	Vertical	3.5" W x 4.5" H	\$150
1/4 page	Full	Vertical	3.5" W x 4.5" H	\$425
1/4 page	Black & White	Horizontal	7.5" W x 2.25" H	\$150
1/4 page	Full	Horizontal	7.5" W x 2.25" H	\$425
1/8 page	Black & White	Vertical	3.5" W x 2.25" H	\$100
1/8 page	Full	Vertical	3.5" W x 2.25" H	\$375
1/8 page	Black & White	Horizontal	7.5" W x 1.125" H	\$100
1/8 page	Full	Horizontal	7.5" W x 1.125" H	\$375
Business Card	Black & White	Horizontal	3.5" W x 1.75" H	\$90