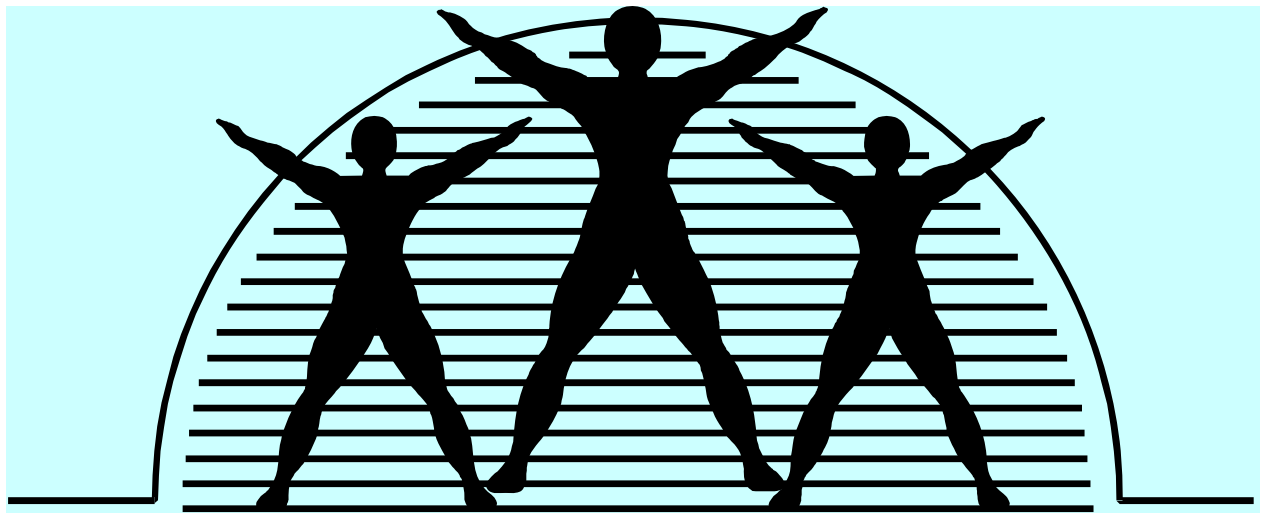
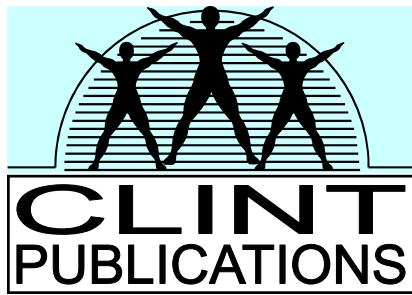


*The Original Internist*



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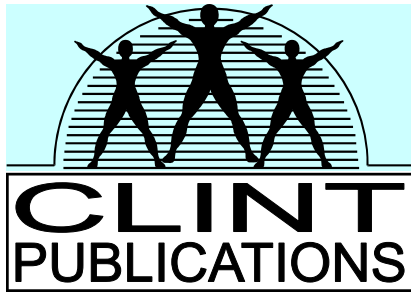
## *The Original Internist*

### **2009 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 with a goal of 10,000 for the end of 2009.

Dr. Jack Kessinger, one of the owners of Clint Publications, is a well known and respected speaker on natural health care. At his lectures, Dr. Kessinger hands out supplier sheets, on which he includes companies that advertise in Clint Publications journals.

***Thank You For Your Consideration***



# *The Original Internist*

## 2009 Advertising Parameters

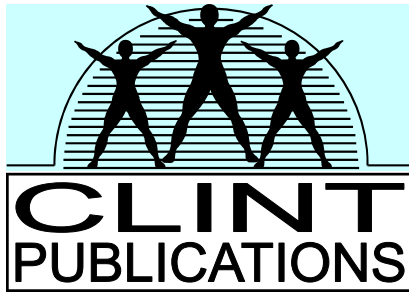
Publication Deadlines: *The Original Internist* is published four times a year. Ads are accepted on a space available basis. The advertisement and payment are due on the 15th of the month preceding publication.

	<b>Articles</b>	<b>Advertising</b>
March Journal	February 5	February 15
June Journal	May 5	May 15
September Journal	August 5	August 15
December Journal	November 5	November 15

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

- 1 CAMERA READY COPY:** These are best submitted on white paper with a minimum of a 600 dpi laser printer (as opposed to an inkjet or dot matrix). Photos should be at 85 or 100 line screen. The copy should be submitted in the same size and dimensions to be published.
- 2 NEGATIVE:** Photos on negatives should be at 133 or 150 line screen. They should be right reading, emulsion down and at the same size they are to be printed. The bleed should be 1/8".
- 3 ELECTRONIC FORMAT:** Submission in electronic format must be on CD, Iomega Zip disk (100 MB), or 3.5" floppy disk. The programs used for the advertisement must be from the following: Quark 4.0, Pagemaker 6.5, Adobe Photoshop 4.0, Adobe Illustrator 5.0, or Freehand 8.0. Make sure you preflight the publication and include all fonts used in your ad. If you use a different publishing program, please save your file as a TIF or EPS graphic for insertion into a Pagemaker application. **Also, send a printout of your ad with the disk.** If requested, disks will be returned.

**NOTE:** Color Separations (4-color process film) should be submitted right reading, emulsion down, and in CMYK, not RGB, if in negative form. 133 line screen is acceptable, but 150 line screen is preferred.



# *The Original Internist*

## 2009

**Receive a 10% discount for signing a year-long contract (for example, May-March).**

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