



# 2025 Print Advertising Rate Card Cardiac Directions® Patient Education Guide

- The Education Guide is distributed within Cardiac Directions Patient Pack gift bags.
- Hand-delivered by opt-in healthcare professionals during cardiac rehabilitation classes, CCU hospitalization or physician office visits.
- 2025 Circulation: 60,000
- Frequency: Annual (in market beginning Feb/Mar 2025)
- Ad Creative Due: 1/10/25

## Rates

Ad Unit	1X
Spread 4/C	\$8,400
Page 4/C	\$5,250
Page B&W	\$4,462
Spread B&W	\$7,140

- Rates are gross
- 15% commission to recognized advertising agencies
- No charge for bleed
- Running multiple pages in an issue earns additional discounts
- Cover positions: Cover 4, add 15%; Cover 2, add 10%; Cover 3, add 5%

## Specs

Full Page	Width	Height
Bleed Size	5 5/8"	7 3/4"
Trim Size	5 3/8"	7 1/2"
Live Area	5"	7"



For Spread creative: provide your artwork as single page ad files using the Full Page specs.

**Materials:** Ads are to be emailed as high-res PDF with all fonts embedded, using standard graphics software (e.g. In-Design, Illustrator). Minimum 300 DPI.

EMAIL ARTWORK TO: [ads@adialogue.com](mailto:ads@adialogue.com)

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