



A Vital Resource
For Health Professionals

2020
MEDIA KIT



THE STORY

THE FACTS

Reliable medical information and practical recommendations about cannabis and health are top of mind for the many seeking relief from chronic pain, anxiety, depression, and symptoms of a host of other conditions and diseases.

To provide their patients the best possible advice, it's crucial for health care providers who prescribe or recommend cannabis products (or practice cannabinoid medicine) to share with each other their real-world clinical experience as well as information about effective products, current research, and evidence-based practices.



THE MISSION

A vital resource for health professionals, **CRx** is the center of a community in which to share that critical information. It provides a source of essential information for like-minded health and medical professionals who include cannabinoid products as part of their treatment plans. It also provides our advertisers with a platform from which to educate and inform those influential professionals.

Published quarterly in print and digital formats, **CRx** speaks to health care practitioners on a professional level, with articles written by experts in the field. Highlighting the work and progress of other's experiences is an integral part of the **CRx** brand.

You will also find exclusive online content on our website, www.CRxMag.com.



THE STORY

THE AUDIENCE

CRx—produced by the publishers of established and respected health care trade magazines, including *Today's Dietitian*, *Social Work Today*, and *Today's Geriatric Medicine*—connects to the company's considerable, diverse, and loyal network of health care professionals. Additionally, we've cultivated new audience segments that are driving the industry of interest to **CRx** advertisers.

Your message will reach and influence the following health care professionals:

- Physicians
- Nurses
- Registered Dietitians
- Social Workers
- Therapists/Psychologists
- Addiction Counselors
- Behavioral Health Professionals
- Pharmacists
- PTs/OTs
- PAs/NPs
- Chiropractors
- Budtenders
- Veterinarians

THE NETWORK

Extending beyond our print publication, **CRx** is a media brand with numerous platforms through which advertisers can deliver their messages.

Our network includes our website, digital edition, and multiple social media platforms, as well as opportunities for custom e-blasts to be delivered directly to the inboxes of health care professionals.



THE EDITORIAL CALENDAR



WINTER 2020 ISSUE

Technology
Diabetes
Geriatrics
Culinary Applications

Ad Deadline: 1/17/20



SPRING 2020 ISSUE

Trauma
Nutrition
Athletics
Education

Ad Deadline: 4/10/20



SUMMER 2020 ISSUE

Pediatrics
Adverse Effects
Gastrointestinal Disorders
Nursing

Ad Deadline: 7/17/20



FALL 2020 ISSUE

Seizure Disorders
Women's Health
Addiction
Autoimmune Disease

Ad Deadline: 10/9/20

THE STORY

THE RATES*

Print Rates

AD SIZE	OPEN	3X	6X
Full Page	\$4,500	\$4,050	\$3,825
2/3 Page	\$4,230	\$3,805	\$3,595
1/2 Page (Vertical or Horizontal)	\$2,715	\$2,435	\$2,305
1/3 Page	\$2,280	\$2,045	\$1,935
1/4 Page (Vertical or Horizontal)	\$2,050	\$1,840	\$1,740
Print Banner	\$995	\$775	\$595

PREMIUM PLACEMENT

BACK COVER: +30%

INSIDE FRONT COVER: +25%

PAGE 3: +25%

INSIDE BACK COVER: +20%

OPPOSITE TABLE OF CONTENTS: +20%

OPPOSITE MASTHEAD: +20%

FRANCHISE OR OTHER PREFERRED POSITIONS: +10% to 15%

CONFERENCE ISSUES: +10%

Leaderboard
(728 x 90 pixels)

Website Rates

AD SIZE	OPEN
Leaderboard	\$1,525
Wide Skyscraper	\$1,500
Medium Rectangle	\$1,405
3:1 Rectangle	\$1,005

Accepted file formats: JPG, GIF, PNG, third-party ad tags. (Files without extensions will not be accepted.) **No Flash creative will be accepted!** The maximum file size is 100 KB

*Contact your account executive for additional frequency rates and special package pricing.

Medium Rectangle
(300 x 250 pixels)

3:1 Rectangle
(300 x 100 pixels)

Wide Skyscraper
(160 x 600 pixels)

PRINT SPECIFICATIONS

PREFERRED FILE FORMAT: PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875" outside the trim of the magazine.

COLORS: CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

TOTAL AREA COVERAGE: Maximum ink density is 300%

LINE SCREEN: 133 lpi

MINIMUM IMAGE RESOLUTION: 300 dpi

No native applications accepted

PRODUCTION COSTS: Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork will be charged at a rate of \$95 per hour.

FILE SUBMISSION

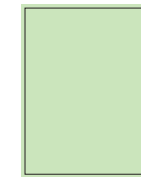
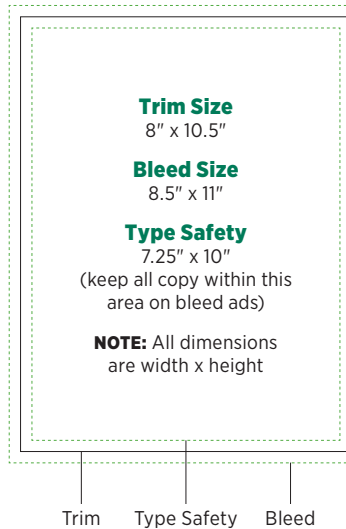
E-MAIL: ads@gvpub.com
For files under 10 MB

FTP: Available for larger files. Please contact your account executive for more information.

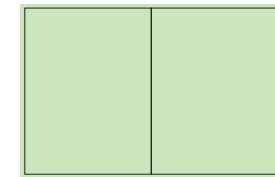
MAIL: 3801 Schuylkill Road
Spring City, PA 19475

HARD-COPY PROOFS

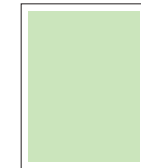
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **CRx** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received one week prior to the Material Deadline for the issue in which it will run. Send to address under File Submission.



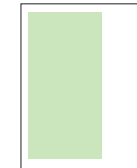
Full Page (Bleed)
8.5" x 11"



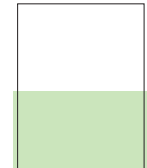
Spread (Bleed)
16.5" x 11"



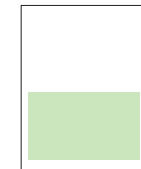
Full Page (Border)
7" x 9.5"



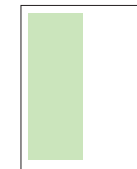
2/3
4.5" x 9.535"



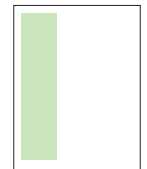
1/2 (Bleed)
8.5" x 5.25"



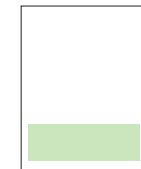
1/2 Horizontal
7" x 4.237"



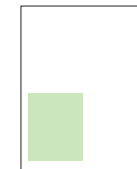
1/2 Vertical
3.415" x 9.535"



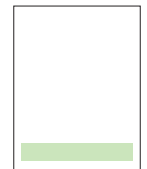
1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"