



A Vital Resource  
For Health Professionals

**2020**  
MEDIA KIT

[www.CRxMag.com](http://www.CRxMag.com)



# 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](http://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 STORY

## 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: 8/7/20**



### FALL 2020 ISSUE

Seizure Disorders  
Women's Health  
Addiction  
Autoimmune Disease

**Ad Deadline: 11/6/20**

# THE STORY

## THE RATES\*

### Print Rates

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

### Website Rates

| AD SIZE                 | OPEN    |
|-------------------------|---------|
| <b>Leaderboard</b>      | \$1,525 |
| <b>Wide Skyscraper</b>  | \$1,500 |
| <b>Medium Rectangle</b> | \$1,405 |
| <b>3:1 Rectangle</b>    | \$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.

**Leaderboard**  
(728 x 90 pixels)

**Medium Rectangle**  
(300 x 250 pixels)

**3:1 Rectangle**  
(300 x 100 pixels)

**Wide Skyscraper**  
(160 x 600 pixels)



# THE STORY

## 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

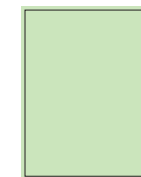
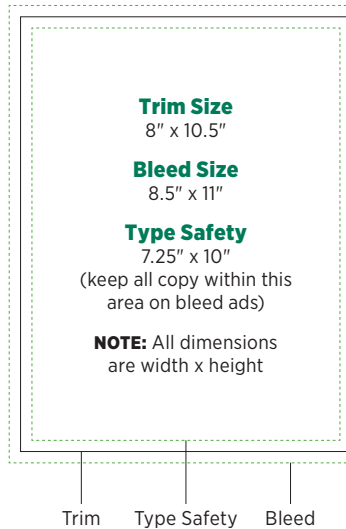
**E-MAIL:** ads@gvpub.com  
For files under 10 MB

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

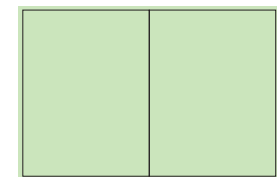
**MAIL:** 3801 Schuylkill Road  
Spring City, PA 19475

## HARD-COPY PROOFS

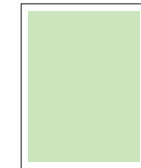
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **CRx** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received one week prior to the Material Deadline for the issue in which it will run. Send to address under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



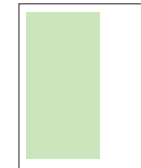
**Full Page (Bleed)**  
8.5" x 11"



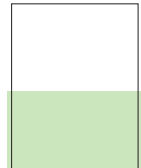
**Spread (Bleed)**  
16.5" x 11"



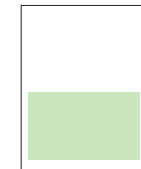
**Full Page (Border)**  
7" x 9.5"



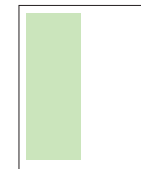
**2/3**  
4.5" x 9.535"



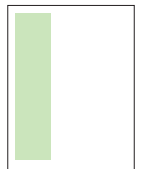
**1/2 (Bleed)**  
8.5" x 5.25"



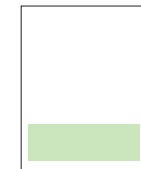
**1/2 Horizontal**  
7" x 4.237"



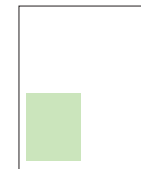
**1/2 Vertical**  
3.415" x 9.535"



**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"



# THE STORY

## DIGITAL SPECIFICATIONS

### E-MAIL MARKETING SPECIFICATIONS

**PREFERRED FILE FORMAT:** HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

**FILE SIZE:** HTML file size should not exceed 150 KB and should be within 500 to 700 pixels wide.

No "image-only designs." Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

**PRODUCTION COSTS:** E-blast creation will be charged at a rate of \$350 per hour. E-blast corrections will be charged at a rate of \$125 per hour.

### WEBSITE BANNERS

**ACCEPTED FORMATS:** JPG, GIF, PNG, third-party ad tags. (Note: Files without extensions will not be accepted.)

**No Flash creative will be accepted!**

**MAX FILE SIZE:** 100 KB

**PRODUCTION COSTS:** Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

### E-NEWSLETTER BANNERS

**ACCEPTED FORMATS:** JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

**MAX FILE SIZE:** 40 KB

**PRODUCTION COSTS:** Banner creation will be charged at a rate of \$200 per hour. Revisions will be charged at a rate of \$75 per hour.

### DIGITAL MAGAZINE SPECIFICATIONS

**PREFERRED FILE FORMAT:** PDF and PDF/X1a only

**COLORS:** RGB

**VIDEO AND AUDIO SPECIFICATIONS:** Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.