



# Sonoma Medicine 2017-18 Ad Rates

The **print version** of *Sonoma Medicine*, the magazine of the Sonoma County Medical Association, is mailed to physicians in Sonoma County and is widely read throughout the county's diverse medical community. The **online version** reaches an even larger set of health care professionals and general readers.

Each quarterly issue focuses on a particular medical theme, with articles by local physicians and national experts. Combined print and online readership is estimated at 6,000. **Full-color ads** appear in **both** versions. Online ads include active hyperlinks. Themes and space reservation deadlines for 2017 are shown below.

2017 Issue	Theme	Reserve space by	Artwork due	Publish date
Winter	ALCOHOL, TOBACCO, MARIJUANA	12/9/16	12/16/16	January 2017
Spring	GENETIC MEDICINE	3/3/17	3/10/17	April 2017
Summer	PUBLIC OPTION	6/2/17	6/9/17	July 2017
Fall	ENDOCRINOLOGY	9/8/17	9/15/17	October 2017

**To reserve your space**, contact Susan Gumucio at **707-525-0102** OR email/fax the fillable insertion order below to **susan@scma.org** or **707-525-4328**.

## DISPLAY AD RATES

Issues:	1	2	3-4
Back cover	\$2,095	\$1,985	\$1,875
Inside front cover	\$1,645	\$1,570	\$1,475
Inside back cover	\$1,395	\$1,335	\$1,265
Full page	\$1,220	\$1,165	\$1,105
2/3 page	\$1,040	\$990	\$945
1/2 page	\$810	\$775	\$740
1/3 page	\$610	\$585	\$555
1/6 page	\$405	\$390	\$375

For dimensions & technical requirements, see page 2.

## CLASSIFIED ADS

SCMA Members: Free  
 Nonmembers: \$1/word  
 Border: \$50 additional  
 Please see "Submitting ads" on page 2.

## INSERTION ORDER

Advertiser name \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Advertiser address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Agency/Billing contact \_\_\_\_\_  
 Billing address (if different) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Notes/instructions: \_\_\_\_\_  
 \_\_\_\_\_

SIZE  Back cover  Inside front cover  Inside back cover  
 Full page  2/3 vert.  1/2 vert.  1/2 horiz.  1/3 vert.  
 1/3 square  1/6 vert.  1/6 horiz.  Classified  w-border

ISSUES  Fall 2017  Winter 2018  Spring 2018  Summer 2018

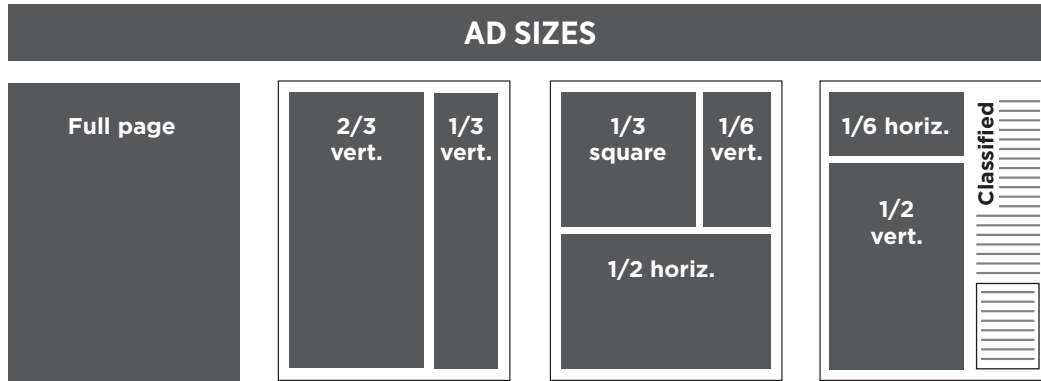
Rate per issue \$ \_\_\_\_\_  Pay by check (SCMA will invoice)  
 Special placement (+15%) \$ \_\_\_\_\_  Pay by credit card  
 Discount\* (-15%) -\$ \_\_\_\_\_ (call with number or enter in "Notes" above)  
 Cost per issue \$ \_\_\_\_\_

TOTAL COST (per-issue cost X number of issues) \$ \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_

Your signature authorizes the Sonoma County Medical Association to insert your ad in *Sonoma Medicine* and bill you for the amount due.

\* Discounts are only available to Sonoma County Medical Association members, nonprofit organizations and advertising agencies.

# Sonoma Medicine 2017 Ad Rates, *cont.*



AD DIMENSIONS		
Size	Width	Height
Back cover	8 ¾	11 ¼
Inside front cover	8 ¾	11 ¼
Inside back cover	8 ¾	11 ¼
Full page	8 ¾	11 ¼
2/3 vert.	4 7/8	10
1/2 vert.	4 7/8	7 ½
1/2 horiz.	7 3/8	4 7/8
1/3 vert.	2 5/16	10
1/3 square	4 7/8	4 7/8
1/6 vert.	2 5/16	4 7/8
1/6 horiz.	4 7/8	2 5/16

## TERMS AND CONDITIONS

### Technical requirements

PDF is the preferred format for all ads. Other formats, and images embedded in original files, must be at least 300 dpi resolution.

### Also note:

- Ads must be in final print size. For full-page ads with bleeds, allow 1/8" on all sides and provide trim marks to 8.5" x 11".
- Fonts must be embedded in file or outlined.
- Colors must be CMYK. No Pantone spot colors; no "registration." If spot colors are used in PDF format, convert file to CMYK before submitting.
- Before creating PDF, check ads for press readiness by using pre-flight software.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.
- Supply exact URL or email addresses for ads with hyperlinks.

**Production services.** Advertisers with signed insertion orders can receive up to one hour of free editorial or design services. Additional services are available at competitive rates.

**Approval.** All advertising copy is subject to approval by the Sonoma County Medical Association. SCMA reserves the right to edit, withhold or cancel any display ad. Publication of an ad in *Sonoma Medicine* does not represent endorsement by SCMA.

**Payment.** For new advertisers, payment for the first issue is required before publication. All other advertisers are invoiced after publication.

**Submitting ads.** Ads should be submitted to Susan Gumucio at [susan@scma.org](mailto:susan@scma.org). **Classifieds:** Please email exact text of your ad, or provide a text document with your wording.

**Questions?** Contact Susan Gumucio at **707-525-0102** or [susan@scma.org](mailto:susan@scma.org).



SONOMA  
COUNTY  
MEDICAL  
ASSOCIATION