



Sonoma Medicine 2019-20 Ad Rates

The **print version** of *Sonoma Medicine*, the magazine of the Sonoma County Medical Association and the Mendocino-Lake County Medical Society, is mailed to physicians in Sonoma, Mendocino and Lake counties and is widely read throughout the area's diverse medical community. The **online version** reaches an even larger set of healthcare professionals and general readers.

Each issue focuses on a particular medical theme, with articles by local physicians and other experts. Combined print and online readership is estimated at 6,000. **Full-color ads** appear in **both** versions. Space reservation deadlines and themes for 2019-20 are shown below.

2019-20 Issues	Theme	Reserve space by	Artwork due	Publish date
Winter 2019	Telemedicine & Virtual Care	12/10/18	12/17/18	January 2019
Spring/Summer 2019	Infectious Diseases & Travel Medicine	4/08/19	04/15/19	May 2019
Fall/Winter 2019-20	The Environment & Medical Issues	9/20/19	9/27/19	November 2019
Spring/Summer 2020	Addiction	TBD	TBD	May 2020

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.

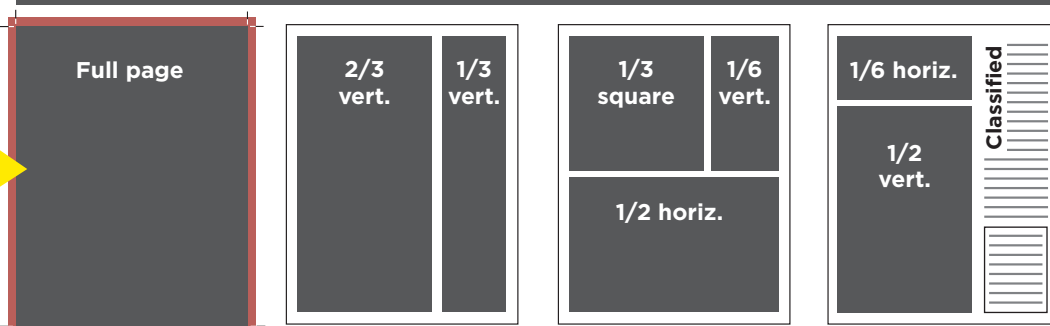
CLASSIFIED ADS	
SCMA and MLCMS Members:	Free
Nonmembers:	\$1/word
Border:	\$50 additional
Please see "Submitting ads" on page 2.	

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	<input type="checkbox"/> Back cover <input type="checkbox"/> Inside front cover <input type="checkbox"/> Inside back cover <input type="checkbox"/> Full page <input type="checkbox"/> 2/3 vert. <input type="checkbox"/> 1/2 vert. <input type="checkbox"/> 1/2 horiz. <input type="checkbox"/> 1/3 vert. <input type="checkbox"/> 1/3 square <input type="checkbox"/> 1/6 vert. <input type="checkbox"/> 1/6 horiz. <input type="checkbox"/> Classified <input type="checkbox"/> w-border
ISSUES	<input type="checkbox"/> Fall/Winter 2019-20 <input type="checkbox"/> Spring/Summer 2020 <input type="checkbox"/> Fall/Winter 2020-21
Rate per issue \$	_____ <input type="checkbox"/> Pay by check (SCMA will invoice)
Special placement (+15%) \$	_____ <input type="checkbox"/> 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 <i>Sonoma Medicine</i> and bill you for the amount due.	
* Discounts are only available to SCMA and MLCMS members, nonprofit organizations and advertising agencies.	

Sonoma Medicine 2019–20 Ad Rates, *cont.*

AD SIZES

Full-page with "bleed" (content to edges). Add **1/8 inch material** for printer trim. If not provided, we will reduce ad to 8 x 10.5 inches with 1/4-inch white margin on all sides.



AD DIMENSIONS		
Size	Width	Height
Back cover*	8 3/4	11 1/4
Inside front cover*	8 3/4	11 1/4
Inside back cover*	8 3/4	11 1/4
Full page*	8 3/4	11 1/4
2/3 vert.	4 7/8	10
1/2 vert.	4 7/8	7 1/2
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
* with bleed		

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 per table at left.

- For full-page ads with color or photo to page edges, **ADD 1/8" content on all sides.** (Final file size = 8.75" x 11.25.") Full-page ads with content to page-edges submitted at 8.5" x 11" will be reduced to approx. 8" x 10.5".
- Fonts must be embedded in file or outlined.
- Colors must be CMYK: please no Pantone spot colors. If spot colors are used in PDF format, convert file to CMYK before submitting.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.
- We prefer that "www." appear before a website name, but as a complimentary service to our advertisers, SCMA will ensure that hyperlinks are active for our online issue.

Production services. Advertisers with signed insertion orders can receive up to one hour of free editorial or design services. Additional services are available at \$75 per hour.

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. Payment is required prior to publication. Advertisers with multiple-issue contracts may pay by individual issue if preferred.

Submitting ads. Ads should be submitted to Susan Gumucio at 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.

