

Sonoma Medicine 2019 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 healthcare professionals and general readers.

Each quarterly 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. Online ads include active hyperlinks. Space reservation deadlines and themes for 2019 are shown below.

2019 Issue	Theme	Reserve space by	Artwork due	Publish date
Winter	Telemedicine & Virtual Care	12/10/18	12/17/18	January 2019
Spring	Infectious Diseases	3/4/19	3/11/19	April 2019
Summer	The Environment & Medical Issues	6/3/19	6/10/19	July 2019
Fall	Addiction	9/9/19	9/16/19	October 2019

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 Winter 2019 Spring 2019 Summer 2019 Fall 2019

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 _____

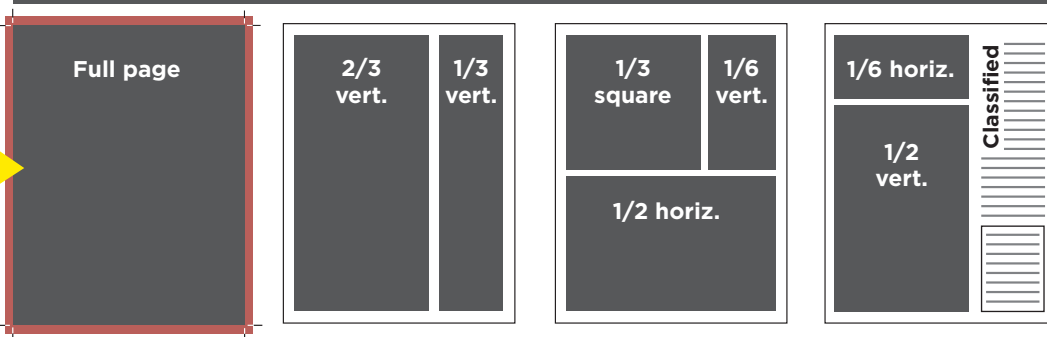
Your signature authorizes the Sonoma County Medical Association to insert your ad in *Sonoma Medicine* and bill you for the amount due.

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

Sonoma Medicine 2019 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.
- Use pre-flight software to check ad for press-readiness.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.
- **To guarantee active hyperlinks in online version of ad, include "www." with URL in your print ad:** otherwise, software will not recognize link. Without "www." and at your request, we will convert your ad to a hyperlink for an additional \$40.

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. 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. **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.



**SONOMA COUNTY
MEDICAL ASSOCIATION**