



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 Summer 2017 Fall 2017 Winter 2018 Spring 2018

Rate per issue \$ _____
 Special placement (+15%) \$ _____
 Discount* (-15%) -\$ _____
 Cost per issue \$ _____

TOTAL COST (per-issue cost X number of issues) \$ _____

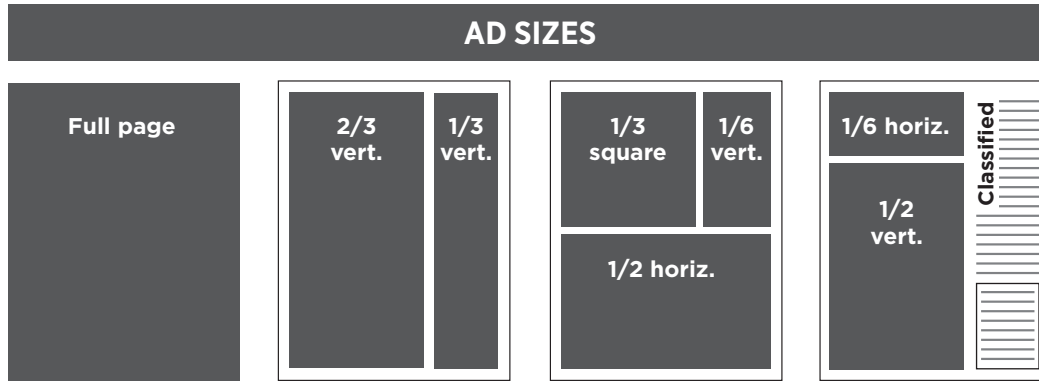
Signature _____
 Date _____

Pay by check (SCMA will invoice)
 Pay by credit card
 (call with number or enter in "Notes" above)

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 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

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. **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