

# Sonoma Medicine 2018 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 other 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 2018 are shown below.

2018 Issue	Theme	Reserve space by	Artwork due	Publish date
Winter	<b>Heroes: #SonomaStrong</b>	1/12/18	1/19/18	February 2018
Spring	<b>Transgender Health</b>	4/6/18	4/13/18	May 2018
Summer	<b>Aging</b>	6/15/18	6/22/18	July 2018
Fall	<b>TBA</b>	9/7/18	9/14/18	October 2018

**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 2018  Fall 2018  Winter 2019  Spring 2019

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

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

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

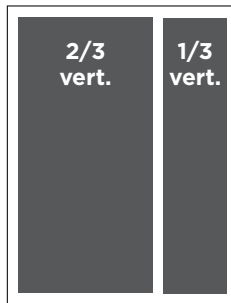
Your signature authorizes the Sonoma County Medical Association to insert your ad in *Sonoma Medicine* and bill you for the amount due.

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

# Sonoma Medicine 2018 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

## 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 color or photo to page edges, ADD 1/8" content on all sides. (Final file size = 8.75" x 11.25.") Please provide trim marks to 8.5" x 11." Thank you!**
- 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](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