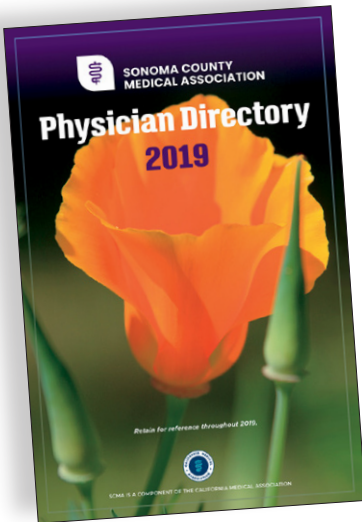


SCMA Physician Directory

2020 Advertising Rates



The **SCMA Physician Directory**—an indispensable guide to SCMA member physicians—is frequently used by doctors, office staff, and other healthcare professionals. Ads within the directory are seen repeatedly, giving advertisers ongoing visibility to a prime demographic of medical professionals and other consumers.

The 2020 directory will provide detailed individual listings for members of the Sonoma County Medical Association, plus medical specialty and resource sections.

Increased distribution for 2020! In addition to being sent to SCMA members, the booklet-style directory will be mailed to more than 5,000 households in Sonoma County. Your ad will be seen by many affluent, health-oriented consumers throughout the county. **Advertising space is limited. Reserve your place now!**

== **Reservation deadline is Feb. 14** • Artwork due by Feb. 21 ==

The directory will publish in May 2020.

Space is available on the covers, divider and interior pages.

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

AD RATES <i>(all ads are full color)</i>	
SIZE	RATE
Back cover	\$2,500
Inside covers	\$2,200
Divider pages*	\$1,900
Full page	\$1,550
1/2 page	\$945
1/4 page	\$735
1/8 page	\$365

* There are 3 dividers: A—SCMA Physicians, B—Specialty Index, and C—Resources. For ad dimensions and technical specs, please see page 2.

INSERTION ORDER (fillable PDF form)

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

Divider preference*
 A
 B
 C
 Full page

1/2 vert.
 1/2 horiz.
 1/4 vert.
 1/4 horiz.
 1/8

Rate \$ _____

Special placement (+15%) \$ _____

Discount* (-15%) \$ _____

Total \$ _____

Pay by check

Pay by credit card (call with charge info or enter in “Notes” above)

Signature _____

Date _____

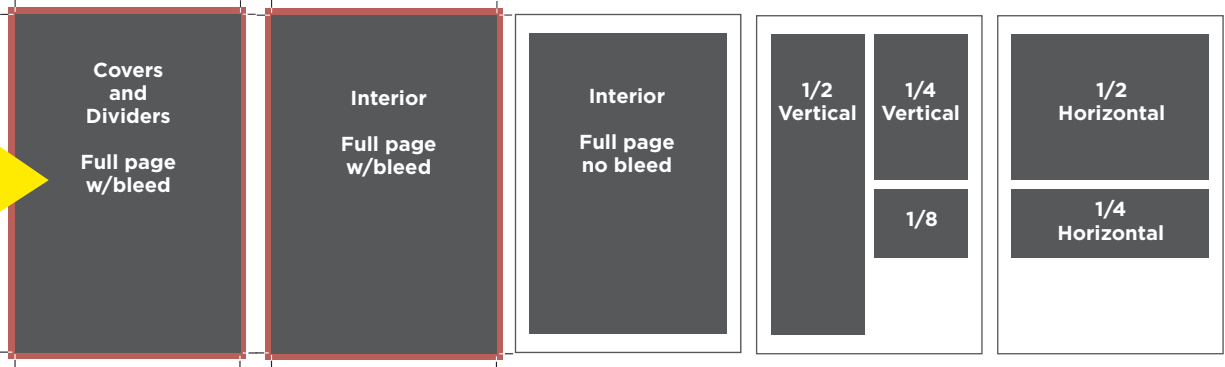
Your signature authorizes the Sonoma County Medical Association to insert your ad in the *SCMA Physician Directory* and bill you for the amount due.

SCMA Physician Directory

2020 Advertising Rates, continued

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 5.125 x 8 inches with white margin on all sides.



AD DIMENSIONS (inches)

Size	Width	Height
These dimensions include 1/8 inch bleed all sides:		
Back Cover,	6 1/4	9 1/4
Inside Covers,	6 1/4	9 1/4
and Dividers	6 1/4	9 1/4
Interior sizes (with white margin):		
Full page	5 1/8	8
1/2 vert.	2 1/2	8
1/2 horiz.	5 1/4	3 7/8
1/4 vert.	2 1/2	3 7/8
1/4 horiz.	5 1/4	1 13/16
1/8 page	2 1/2	1 13/16

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. Bleeds on cover, divider, and full-page ads only.
- Fonts must be embedded in file or outlined.
- Colors must be CMYK: no Pantone spot colors or "registration."
- 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.

Production services. Advertisers with signed contracts 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 ad. Publication of an ad in the *SCMA Physician Directory* does not represent endorsement by SCMA.

Payment. Ad payment in full is due with signed insertion order.

Each advertiser receives one free copy of the directory.

Submitting ads. Send to susan@scma.org.

Questions? Contact Susan Gumucio at susan@scma.org or 707-525-0102.



**SONOMA COUNTY
MEDICAL ASSOCIATION**

WWW.SCMA.ORG