



# Sonoma Medicine 2020-21 Ad Rates

*Sonoma Medicine*, the magazine of the Sonoma County Medical Association and the Mendocino-Lake County Medical Society, is published for physicians in Sonoma, Mendocino and Lake counties. The magazine is widely read throughout the North Bay's diverse medical community, including a large set of healthcare professionals and general readers.

Each issue focuses on a particular medical theme, with articles by local physicians and other experts. Space reservation deadlines and themes for 2020-21 are shown below.

2020-21 Issues	Theme	Reserve space by	Artwork due	Publish date
Fall/Winter 2019-20	<b>Health and the Environment</b>	9/20/19	9/27/19	November 2019
Summer 2020	<b>Lessons Learned/COVID-19</b>	6/19/20	6/26/20	July 2020
Fall/Winter 2020-21	<b>TBD</b>	TBD	TBD	November 2020

**To reserve your space**, contact Susan Gumucio at **707-525-0102** OR email/fax the fillable insertion order below to [susan@scma.org](mailto: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  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 2020  Fall/Winter 2020-21  Spring/Summer 2021

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)

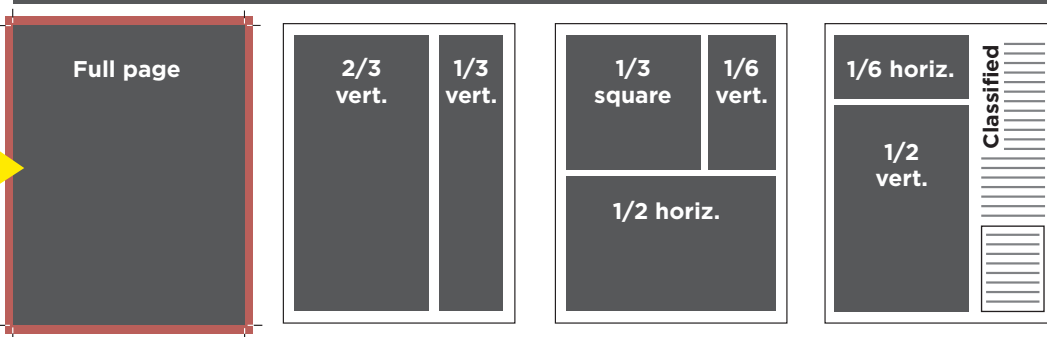
Your signature authorizes the Sonoma County Medical Association to insert your ad in *Sonoma Medicine* and bill you for the amount due.

\* Discounts are only available to SCMA and MLCMS members, nonprofit organizations and advertising agencies.

# Sonoma Medicine 2020-21 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](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).