



2020 ADVERTISING RATES

You can **reach doctors throughout the North Bay** by placing an ad in the medical society *News Briefs* newsletter for Sonoma, Mendocino and Lake counties. The monthly e-newsletter is **sent to every doctor** with a confirmed email address in these counties.

DISPLAY ADS contain active links and appear between articles for high visibility. They are available in eighth-, quarter- and half-page sizes (see page 2 for sizing). Discounts are offered for placing ads in multiple issues. See the table below for ad sizes and rates.

CLASSIFIED ADS: Please provide text in space indicated on page 2.

Size	Rates per insertion			
	1-2x	3-5x	6-11x	12x +
1/8 page	\$100	\$95	\$90	\$85
1/4 page	\$175	\$165	\$155	\$145
1/2 page	\$250	\$235	\$220	\$205
Classified	Nonmembers: \$1 per word per insertion			

→ To view display ad sizes, see page 2.

Technical requirements:

Format ads for email, as follows:

- All ads must be 600 pixels wide, but height can vary (see ad specs on page 2).
- Ads must be saved in JPG, GIF or PNG formats, 72 dpi.
- Ads cannot contain any layering, and must be in RGB color format (no CMYK or spot colors).
- Ideal file size is 100K. Maximum size is 350K.
- Provide your tested website *or* email link with ad artwork.

Approval:

All advertising copy is subject to approval by the respective county medical society or association. Each medical society reserves the right to edit, withhold or cancel any ad. Publication of an ad in *News Briefs* does not represent endorsement by the medical society.

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 INSERTION ORDER

Advertiser Name _____

Contact _____

Advertiser address _____

City _____ State _____ Zip _____

Agency/Billing Contact _____

Billing address (if different) _____

City _____ State _____ Zip _____

Contact Phone(s) _____

Fax _____ Email _____

Notes/website link _____

Size (display): 1/2-page 1/4-page 1/8-page or Classified

First issue(s) _____ **Last issue(s)** _____

Number of issues (= Total number of insertions) _____

Cost per insertion (see rates table, above left) = \$ _____

TOTAL (amt. per insertion x number of issues) = \$ _____

Signature _____

Date _____

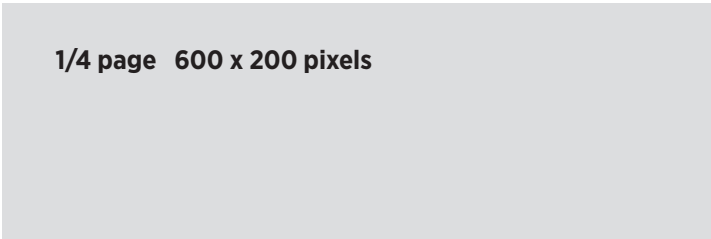
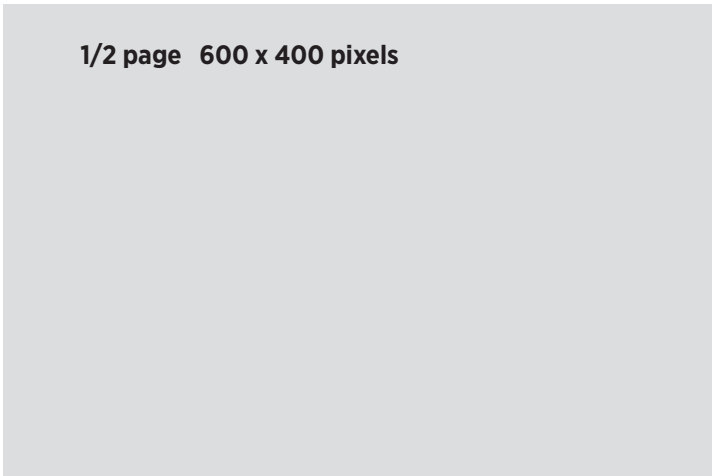
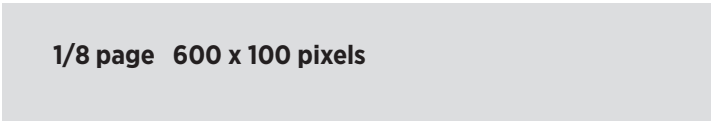
Your signature authorizes SCMA and MLCMS to insert your ad and bill you for the amount due.

Payment is due prior to publication. Checks should be made payable to SCMA. **Pay by check** (we will invoice) **Pay by credit card** (please call with card information, or enter in "Notes" above).



2020 ADVERTISING RATES *(continued)*

DISPLAY AD sizes: These diagrams represent a 600-pixel width (the full width of the newsletter page) and show the relative heights. Hyperlinks—one per ad: email address *or* URL—are active for advertiser response. *Rates table and insertion order on page 1.*



CLASSIFIED ADVERTISING:

Type or clearly write your classified text in the box below. Cost is \$1 per word for each insertion (free to members).

Brief header: _____

Text: _____

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

To learn more about the Sonoma County Medical Association or the Mendocino-Lake County Medical Society, visit www.nbcms.org.