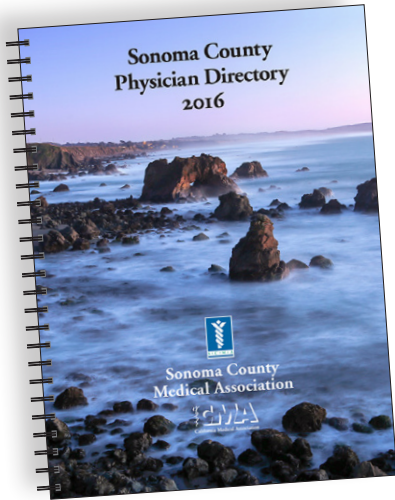


# Sonoma County Physician Directory

## 2017 Advertising Rates



The annual **Sonoma County Physician Directory**—an indispensable guide to local physicians—is used many times a day by doctors, their office staff, other health care professionals and medical consumers. Ads within the Physician Directory are seen repeatedly throughout the year, giving advertisers **maximum exposure** to this important and thriving market.

Why is this sturdy, spiral-bound Physician Directory—the only one in Sonoma County—so valued, trusted and heavily used? Because it supplies contact information for most practicing physicians in Sonoma County, along with **detailed listings** for members of the Sonoma County Medical Association. The directory offers **complete indexes** of physicians by medical specialty and medical interest, plus an extensive list of medical resources.

== **Reservation deadline is Jan. 13** • Artwork due by Jan. 20 ==

The directory will publish in March.

Space is available on the covers, tabs 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	\$2,430
Inside covers	\$2,210
Tabs*	\$1,990
Full page	\$1,550
1/2 page	\$945
1/4 page	\$735
1/8 page	\$365

\* There are 4 tabs: A—SCMA Members, B—Physicians Alphabetical, C—Specialty Index, and D—Resources.

For ad dimensions and technical specs, please see page 2.

[www.scma.org](http://www.scma.org)

**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

**Tab preference\***  
  A  
  B  
  C  
  D  
  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 (SCMA will invoice)

Pay by credit card (call with number or enter in "Notes" above)

Signature \_\_\_\_\_

Date \_\_\_\_\_

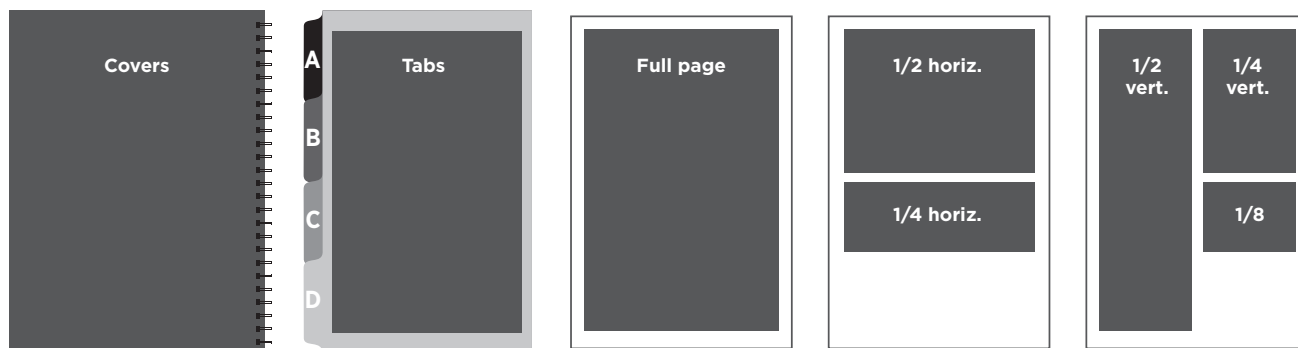
Your signature authorizes the Sonoma County Medical Association to insert your ad in the Sonoma County Physician Directory and bill you for the amount due.

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

# Sonoma County Physician Directory

## 2017 Advertising Rates, continued

### AD SIZES



### AD DIMENSIONS

Size	Width	Height
Back cover*	6 7/8	9 1/4
Inside covers*	6 7/8	9 1/4
* These dimensions include 1/8 inch bleed all sides. Allow 1/4-inch for spiral binding.		
Tabs	5 1/4	8 1/4
Full page	5 1/8	8
1/2 vert.	2 1/2	7 7/8
1/2 horiz.	5 1/8	3 7/8
1/4 vert.	2 1/2	3 7/8
1/4 horiz.	5 1/8	1 7/8
1/8 page	2 1/2	1 7/8

### 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 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 *Sonoma County Physician Directory* does not represent endorsement by SCMA.

**Payment.** Advertisers are invoiced after the directory is sent to the printer.

Each advertiser receives one free copy of the directory.

**Submitting ads.** Email is the preferred method for submitting ads.

Send to [susan@scma.org](mailto:susan@scma.org).

**Questions?** Contact Susan Gumucio at [susan@scma.org](mailto:susan@scma.org) or **707-525-0102**.

