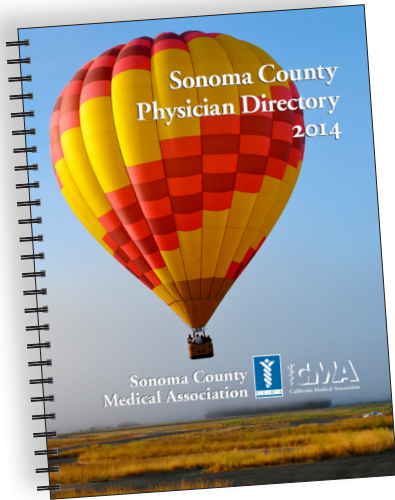


Sonoma County Physician Directory

2015 Ad 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 almost every practicing physician 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, medical interest, foreign languages spoken, and affiliations, plus an extensive list of medical resources.

= Reservation deadline is Feb. 6 • Artwork due by Feb. 13 =

The directory will publish on or around April 15.

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 **707-527-6961**.

AD RATES <small>(all ads are full color)</small>	
SIZE	RATE
SOLD 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 5 tabs: A—SCMA Members, B—Physicians Alphabetical, C—Specialty Index, D—Physician Affiliations, and E—Resources.

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

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
 SOLD Back cover
 Inside front cover
 Inside back cover
 Tab
 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 (we will invoice)

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

Signature _____

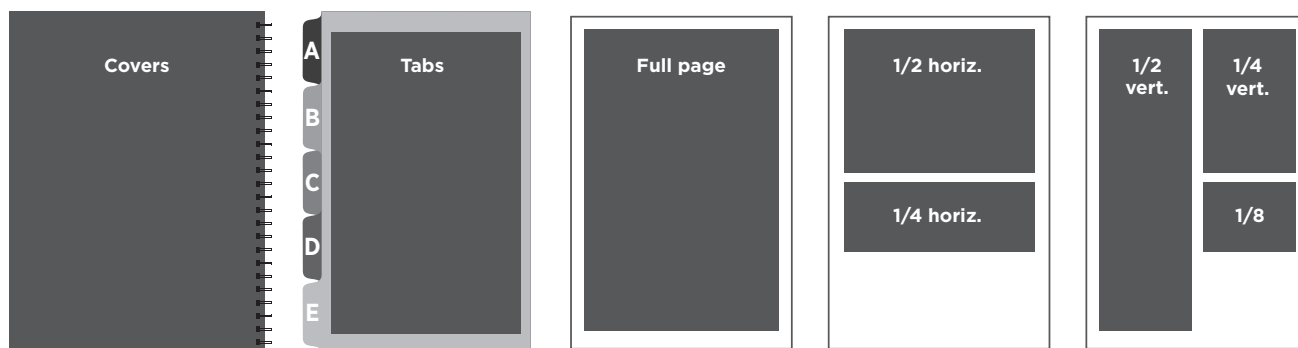
Date _____

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.

Sonoma County Physician Directory

2015 Ad 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
Full page	5 1/8	7 7/8
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.

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

