

Advertising Rates

You can **reach doctors throughout Sonoma County** by placing an ad in the Sonoma County Medical Association's *News Briefs* newsletter. This monthly e-newsletter is **sent to every practicing doctor** with a confirmed email address in Sonoma County, and is also posted on the medical association's website.

DISPLAY ADS appear between articles and are highly visible, with active links. They are available in eighth-, quarter- and half-page sizes (see page 2 for sizing). Discounts are offered for placing ads in multiple newsletters. 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 SCMA. The medical association reserves the right to edit, withhold or cancel any ad. Publication of an ad in *News Briefs* does not represent endorsement by the medical association.

To reserve your space,

contact Susan Gumucio at **707-525-0102**

OR email/fax the fillable insertion order at right

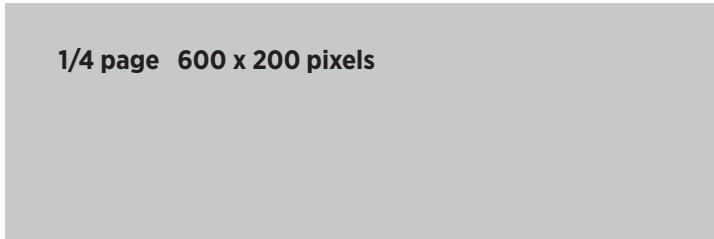
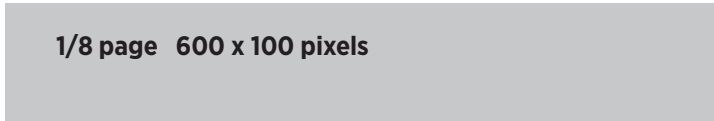
to susan@scma.org.

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):	<input type="checkbox"/> 1/2-page <input type="checkbox"/> 1/4-page <input type="checkbox"/> 1/8-page or <input type="checkbox"/> Classified
First issue	_____ Last issue _____
Number of issues	= Total number of insertions
Cost per insertion (see rates table, above left)	= \$ _____
TOTAL (amt. per insertion x number of insertions)	= \$ _____
Signature	_____
Date	_____
Your signature authorizes SCMA to insert your ad and bill you for the amount due.	
Payment. Ads are invoiced monthly after publication. Checks for all newsletters should be made payable to SCMA.	
<input type="checkbox"/> Pay by check (we will invoice) <input type="checkbox"/> Pay by credit card (please call with card information, or enter in "Notes" above).	

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. **Ads will appear in 3 formats:** the emailed *News Briefs* letter, the online version and in the downloadable PDF version. Hyperlinks—one per ad: email address *or* URL—are active in all 3 formats. *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**.

To learn more about the Sonoma County Medical Association, visit www.scma.org.