

2012-2013 Advertising Rate Sheet

Capital Medical Society has several advertisement opportunities. This rate sheet outlines each of the available opportunities, their respective costs, and individual ad specifications and requirements. For additional information or to submit your advertisement, please contact the CMS office at (850) 877-9018 or rcarlin@capmed.org.

Cap Scan

Cap Scan is the monthly newsletter of the Capital Medical Society. This newsletter captures the essence of Tallahassee's thriving medical community. Since 1973, *Cap Scan* has been informing and entertaining members of Capital Medical Society, which unites physicians in Leon, Gadsden, Wakulla and Jefferson Counties. Our Audience consists of more than 600 physicians who belong to CMS and their office staff. *Cap Scan* is mailed to both the physician's office and home. It is also distributed to those we call "friends of CMS"—i.e. allied health professionals, supporters, hospital administrations, third-party payors and pharmaceutical representatives.

Rates:

| Size | 1X | 6X | 12X |
|-----------------------------|--------------------------------------------|----------|---------------------------------|
| Full Page (7 ½" W x 10" D) | \$350.00 | \$332.50 | \$315.00 (limited availability) |
| 1/2 Page (7 ½" W x 5" D) | \$175.00 | \$166.25 | \$157.50 |
| 1/2 Page-Back cover | \$225.00 | \$213.75 | \$202.50 |
| 1/3 Page (4 7/8 W x 5" D) | \$135.00 | \$128.00 | \$121.50 |
| 1/6 Page (2 ¼ W x 5" D) | \$75.00 | \$71.25 | \$67.50 |
| Business Card Ad | \$60.00 | \$57.00 | \$54.50 |
| Classified Ad | \$20 for CMS members, \$50 for non-members | | |

Formats for submission:

- All ads must be black & white.
- We can accept a clean camera-ready hard copy or electronic files in the following formats:
 - Digital Files: PDF (all fonts embedded or supplied) and TIFF
 - Native Files: Adobe Illustrator 9 and Adobe Photoshop 7.0When submitting Native files, be sure to include all associated linked files (illustrations, scans, fonts, etc.). To ensure accurate reproduction of your ad, you must supply printer and screen fonts for all of the fonts used in your ad (when using Illustrator, use "create outlines" on all fonts).

Preferred Positions: Applicable to half page, back cover only.

Conditions: All advertisements are subject to the Editor's approval before acceptance and can be rejected at any time. No political advertisements are accepted. Contracted space must be used within one year of first insertion.

Production Fees:

- Conversion of source file to Adobe Acrobat - \$5.00
- Digital Acquisition of file from remote location, per 10 MB - \$5.00
- Conversion of file from color to B&W - \$5.00
- Reducing image size to largest possible within purchased ad size, no layout adjustment - \$5.00
- Reducing image size to largest possible within purchased ad size, with layout adjustment - \$20.00
- Hourly rate to create advertising design and edits - \$25.00

Discounts: Advertising purchased at 12X yearly earn a frequency discount rate of 10% off, if paid in advance.

Deadlines for Ads: The 20th of each month.

Publication: Published the first week of each month.

Terms of Payment: Contract advertisers are billed monthly. Payment is due within 30 days. Commitment Form must accompany ad. Capital Medical Society reserves the right to cancel contract with no notice for late and non-payment of

ad.

Submit ads to Rosalie Carlin at rcarlin@capmed.org and Shannon Boyle at sboyle@capmed.org.

Publisher:

Capital Medical Society
1204 Miccosukee Road, Tallahassee, Fla., 32308
Phone: (850) 877-9018, Fax: (850) 878-0218
Charles Moore, M.D., Editor
Shannon Boyle, Managing Editor

Electronic News

Rate: \$200/month or \$800 for six months (one or more editions per month)

Format for submission:

- Image file size – 100KB or less with a maximum width of 600 pixels
- Color Mode – RGB
- Remove or Flatten Layers
- PNG, JPG or GIF format

Conditions: All advertisements are subject to the Capital Medical Society's approval before acceptance and can be rejected at any time. No political advertisements are accepted.

Submit ads to Rosalie Carlin at rcarlin@capmed.org and Shannon Boyle at sboyle@capmed.org.

Website (www.capmed.org)

Rates:

- For sponsor buttons on bottom of homepage: \$100/month or \$500 for six months
- For large sponsor banner on right sidebar of homepage: \$250/month or \$1,300 for six months

Format for submission:

Sponsor buttons on bottom of homepage:

- Image file size – 10MB or less with a maximum width of 145 x 90 pixels
- Transparent PNG format

Large sponsor banner on right sidebar of homepage:

- Image file size – 10MB or less with a maximum height of 282 pixels
- Transparent PNG format

Conditions: All advertisements are subject to the Capital Medical Society's approval before acceptance and can be rejected at any time. No political advertisements are accepted.

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