

**Capital Medical Society Advertising Opportunities**  
*Cap Scan Rate Sheet*

**Rates:**

<b>Size</b>	<b>1X</b>	<b>6X</b>	<b>12X</b>
Full Page (7 1/2" W x 10" D)	\$350.00	\$332.50	\$315.00 (limited availability)
1/2 Page (7 1/2" 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 1/4" 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 Charges:**

- Conversion of source file to Adobe Acrobat PDF - \$5.00
- Acquisition of file from remote location - \$5.00
- Conversion of file from color to B&W - \$10.00
- Reducing image size (to largest possible within purchased ad size) - \$10.00
- Advertising design and edits - fee based on size and complexity of ad

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

**Deadlines for Ads:** The 20<sup>th</sup> 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.