



## 2016-2017 Advertising Rate Sheet

(Effective July 17, 2014)

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 Rosalie Carlin at [rcarlin@capmed.org](mailto: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. Circulation includes more than 650 physicians, who are members of Capital Medical Society, and their office staff. *Cap Scan* is mailed to both physicians' offices and their homes. It is also distributed to "Friends of CMS" – i.e., allied health professionals, sponsors, hospital administrators, third party payers, and pharmaceutical representatives.

### Rates:

Size	Rate	6X (10% discount*)
Full Page (7.25" W x 9.5" H) – Black & White (Inside)	\$600.00	\$3,240.00
Full Page (7.25" W x 9.5" H) – Color (Inside)	\$800.00	\$4,320.00
1/2 Page (7.25" W x 4.75" H) – Black & White (Inside)	\$300.00	\$1,620.00
1/2 Page (7.25" W x 4.75" H) – Color (Inside)	\$400.00	\$2,160.00
1/2 Page (7.25" W x 4.75" H) – Color (Back Cover) <i>[First come, first served]</i>	\$400.00	\$2,160.00
1/4 Page (3.625" W x 4.75" H or 3.625" W x 2.38" H) – Black & White (Inside)	\$150.00	\$810.00
1/8 Page (4.25" W x 2.75" H or 1.8" W x 4.75" H) – Black & White (Inside)	\$100.00	\$540.00
Classified Ad (Limited to 25 words; no illustrations) - \$50 members only – Black & White (Inside)		

\*If paid in advance

*Those purchasing an ad will also be included in our electronic version of Cap Scan, which is e-mailed to physicians and office staff who prefer to receive the newsletter electronically, at no additional charge.*

### Submission Directions:

All ads must be black & white unless you are submitting a color ad for the inside or back cover.

Please submit electronic files in an EPS or High Resolution PDF format with a resolution of 300 dots per inch. *Cap Scan* is designed using Adobe CS4. If you are using a newer version of Adobe Creative Suite, please ensure your files are compatible with this version. To ensure accurate reproduction of your ad, please embed all images and fonts. If possible, convert your text and strokes to outlines.

**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 may apply.**

**Deadlines for Ads:** The 15th of each month.

**Publication:** Published monthly.

**Terms of Payment:** Contract advertisers are billed monthly. Payment is due upon receipt of invoice. 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](mailto:rcarlin@capmed.org) and Shannon Boyle at [sboyle@capmed.org](mailto:sboyle@capmed.org).**

**Publisher:**

Capital Medical Society  
1204 Miccosukee Road, Tallahassee, FL, 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](mailto:rcarlin@capmed.org) and Shannon Boyle at [sboyle@capmed.org](mailto:sboyle@capmed.org).**

**Website ([www.capmed.org](http://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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