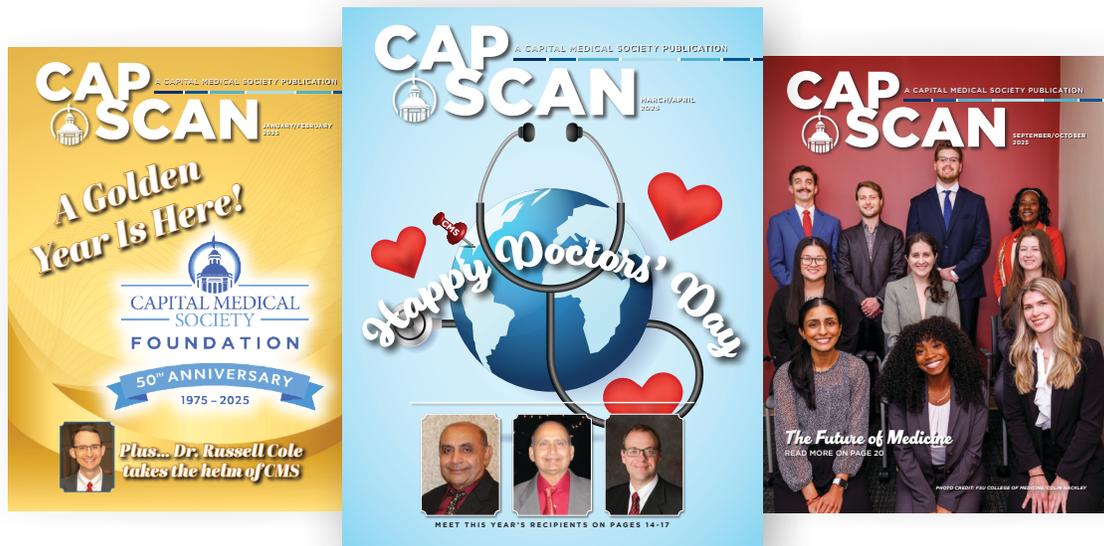




CAP SCAN

MEDIA KIT



CAPITAL MEDICAL SOCIETY

1204 Miccosukee Road
Tallahassee, FL 32308
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EXECUTIVE DIRECTOR

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tblock@capmed.org

MANAGING EDITOR

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FLIPBOOKS

issuu.com/capmed

REACH THE MEDICAL COMMUNITY

Since 1973, the award-winning, bi-monthly Cap Scan Magazine has been capturing the essence of Tallahassee's thriving medical community. Cap Scan informs, educates, and entertains members of the Capital Medical Society, which unites physicians in Leon, Gadsden, Jefferson and Wakulla Counties.

The Cap Scan Magazine is directly e-mailed to physicians, their spouses, and their office staff. It is also electronically distributed to allied health professionals, sponsors, hospital administrators, and local county and city leaders.



FULL COLOR (Per Issue)

Full Page	\$850
1/2 Page	\$450

BLACK & WHITE (Per Issue)

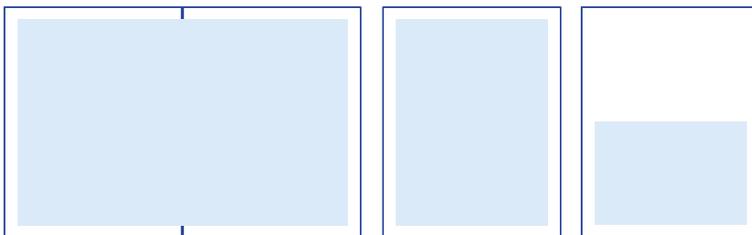
Full Page	\$650
1/2 Page	\$350
1/4 Page	\$150
1/8 Page	\$100

PREFERRED POSITIONS

Inside Front Cover (Full Page - first come, first served)	\$1,000
2-Page Spread	\$1,500
Back Cover (1/2 Page - first come, first served)	\$750

Discounts may apply on multiple advertisements.

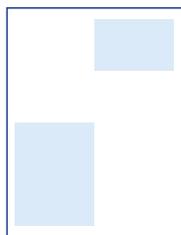
PAGE SIZES



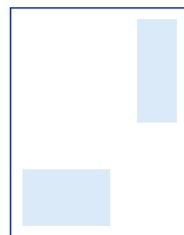
2-PAGE SPREAD
14.5 x 9.5"

FULL PAGE
7.25 x 9.5"

1/2 PAGE
7.25 x 4.75"



1/4 PAGE
3.625 x 4.75"
3.625 x 2.38"



1/8 PAGE
4.25 x 2.75"
1.8 x 4.75"

CIRCULATION

Over 1,250; predominately physicians plus physician spouses, office staff, allied health professionals, sponsors, hospital administrators, and local county and city leaders.

NOTES

All advertisements are subject to the Capital Medical Society's approval before acceptance. No political advertisements will be accepted. Contracted space must be used within one year of first insertion. Specific page requests are not guaranteed.

FILE SPECIFICATIONS

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 Creative Cloud. 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.

DEADLINE

February 1, April 1, June 1, August 1, October 1, and December 1.

PUBLICATION

Mid-month of February, April, June, August, October, and December.

DIGITAL VISIBILITY



E-Newsletter

\$200/month or \$1,000/six months

CapMed Today, the Capital Medical Society's electronic newsletter, is a weekly source for medical news, relevant information, and helpful resources of interest to physicians and their administrators/office staff. It is distributed via email each Friday to over 800 readers.

Format for submission:

File Size - 1920 x 480 px. JPEG or PNG files with or without URL to hyperlink to advertiser website.

Ad materials must be received one week prior to publication.