



2012 Mendocino-Lake Physician Directory

Advertising Rates and Requirements

Ad rates and inch dimensions for the 2012 Physician Directory are listed below. Cover dimensions include 1/8 inch bleed on all sides. Final trim size is 6 5/8 x 9 inches.

Size	Shape	Width/Height	Color or b/w
Back cover	vertical	6 7/8 x 9 1/4	\$2,430
Inside covers	vertical	6 7/8 x 9 1/4	\$2,210
Tabs	vertical	5 1/4 x 8	\$1,990
Full page	vertical	5 1/8 x 7 7/8	\$1,550
1/2 page	vertical	2 1/2 x 7 7/8	\$945
1/2 page	horizontal	5 1/8 x 3 7/8	\$945
2/5 page	horizontal	5 1/8 x 2 7/8	\$840
1/4 page	vertical	2 1/2 x 3 7/8	\$735
1/4 page	horizontal	5 1/8 x 1 7/8	\$735
1/8 page	horizontal	2 1/2 x 1 7/8	\$365

Special placement. 15% additional charge.

Technical requirements. PDF is the preferred format for all ads. Other formats, and images embedded in original files, must be at least 300 dpi resolution. Also note:

- Ads must be in final print size. Cover ads with bleeds allow 1/8 inch all sides.
- Fonts must be embedded in file or outlined.
- Colors must be CMYK.
- Before creating PDF, check ads for press readiness by using pre-flight software.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.

Production services. Ads requiring typesetting or other production work are subject to additional charges.

Approval. All advertising copy is subject to approval by the Mendocino-Lake County Medical Society. MLCMS reserves the right to edit, withhold or cancel any ad. Publication of an ad in the Mendocino-Lake Physician Directory does not represent endorsement by MLCMS.

Payment. Payment in full is required with submittal of ad. Deadline is April 16, 2012. MLCMS reserves the right to reject advertising submitted without payment.

Submitting ads and contracts. Email is the preferred method for submitting ads. Send to erika@scma.org. Ads can also be submitted to Erika Goodwin, MLCMS, 2901 Cleveland Ave. #202, Santa Rosa, CA 95403. Phone: 707-548-6491. Fax: 707-525-4328.

Questions? Contact Erika Goodwin at erika@scma.org or 707-548-6491.

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2012 Physician Directory Advertising Contract

This contract authorizes the Mendocino-Lake County Medical Society (MLCMS) to insert a _____ page advertisement in the 2012 Mendocino-Lake Physician Directory, according to the terms set forth in the rate sheet.

Contract Amount

The rate is \$_____

Additional items:

- Guaranteed position charge: \$_____
- Less discount: \$_____

Contract Total = \$_____

Additional Instructions _____

Advertiser Address

Company _____ Contact person _____

Contact phone _____ Fax _____ Email _____

Contact address _____

Ad agency (if applicable) _____ Ad agency contact _____

Billing address _____

Closing dates and contract conditions. The 2012 Mendocino-Lake Physician Directory will publish on or around May 31, 2012. Contracts and print-ready ads are due by April 16, 2012. **Payment in full is required with submittal of ad.** MLCMS may reject ads submitted without payment. All ads are subject to approval by MLCMS, which reserves the right to edit, withhold or cancel any advertisement.

MLCMS Address. Erika Goodwin, 707-548-6491, Fax 707-525-4328, erika@scma.org, 2901 Cleveland Ave. #202, Santa Rosa, CA 95403.

Approval

(Advertiser) (Date) (MLCMS representative) (Date)