



## MLCMS News Briefs Ad Rates

MLCMS News Briefs is published monthly and distributed via email. Ads are available in three sizes: eighth page (banner), quarter page and half page. All ads appear between articles.

AD SPECIFICATIONS			RATE PER ISSUE			
Size	Width (pixels)	Height (pixels)	1 issue	3 issues	6 issues	12 issues
<b>Eighth page</b>	600	100	\$100	\$95	\$90	\$85
<b>Quarter page</b>	600	200	\$175	\$170	\$165	\$160
<b>Half page</b>	600	400	\$250	\$240	\$230	\$220

**Submitting ads and contracts.** Ads should be submitted via email to Erika Goodwin at erika@scma.org. Contract appears on the reverse and can be submitted via email, fax or mail to:

Erika Goodwin  
Mendocino-Lake County Medical Society  
2901 Cleveland Ave. #202  
Santa Rosa, CA 95403  
Phone 707-548-6491 Fax 707-525-4328

**Technical requirements.** Ads must be formatted for email, as follows:

- All ads must be 600 pixels wide, but height can vary (see ad specs above).
- Ads must be saved in JPG, GIF or PNG formats.
- Ads cannot contain any layering or CMYK color formats.
- Ideal file size is 100K. Maximum size is 350K.

**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 MLCMS News Briefs does not represent endorsement by MLCMS.

**Payment.** Payment in full is required with submittal of contract. MLCMS reserves the right to reject advertising submitted without payment.

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

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## MLCMS News Briefs Advertising Contract

This contract authorizes the Mendocino-Lake County Medical Society to insert a \_\_\_\_\_ page advertisement in MLCMS News Briefs, according to the terms set forth in the current rate sheet. The contract will run for \_\_\_\_\_ issues and will start with the \_\_\_\_\_ issue and end with the \_\_\_\_\_ issue.

### Contract Amount

The per-issue cost is \$\_\_\_\_\_, and the number of issues is \_\_\_\_\_, which equals \$\_\_\_\_\_.

### 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.** MLCMS News Briefs is published monthly, at the beginning of each month. Advertising contracts are due two weeks prior to publication; ad artwork is due one week prior to publication. Payment for single-issue contracts is required with submittal of contract. For multiple-issue contracts, payment for the first issue is required with submittal of contract; subsequent issues are billed upon publication. 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 ad.

### Approval

\_\_\_\_\_  
(Advertiser)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(MLCMS representative)

\_\_\_\_\_  
(Date)