



MLCMS Website Ad Rates

The Mendocino-Lake County Medical Society accepts ads on the right side of all its website pages, including the home page, newsletter page, and six other pages. Ads are available in three sizes: rectangle, vertical and skyscraper.

AD SPECIFICATIONS			RATE PER PAGE PER MONTH			
Size	Width (pixels)	Height (pixels)	1 month	3 months	6 months	12 months
Rectangle	170	150	\$100	\$95	\$90	\$85
Vertical	170	300	\$175	\$170	\$165	\$160
Skyscraper	170	600	\$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 as follows:

- All ads must be 170 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 on the MLCMS website 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 Website Advertising Contract

This contract authorizes the Mendocino-Lake County Medical Society to insert a _____ size advertisement on the MLCMS website, according to the terms set forth in the current rate sheet. The contract will run for _____ months and will **start** in (month) _____ (year) _____ and **end** in (month) _____ (year) _____.

Contract Amount

The per-month cost is \$_____, and the number of months 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. The MLCMS website is updated monthly, at the beginning of each month. Advertising contracts are due two weeks prior to update; ad artwork is due one week prior to update. Payment for one-month contracts is required with submittal of contract. For multi-month contracts, payment for the first month is required with submittal of contract; subsequent months are billed upon update. 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)