

# MEDICAL SOCIETY OF MOBILE COUNTY ADVERTISING RATES 2013

## *PRINT MEDIA*

MSMC NEWSLETTER (SEMI-ANNUAL) - ONE TIME ADVERTISEMENTS  
May ( April 15th deadline) - November (October 14th deadline)

One full page advertisement	\$1000
One 1/2 page advertisement	\$750
One 1/4 page advertisement	\$500

## *ELECTRONIC MEDIA*

Banner advertisement	\$850 (additional months \$300 up to 3x)
Tile advertisement	\$500 (additional months \$200 up to 3x)

## *PRINT & WEBSITE ADVERTISING COMBO*

*If you place an ad in our MSMC print newsletter, as a thank you, you will receive 10% off your advertisement choice in our Electronic media; to run for the month following the print publication date.*

### **Ad Requirements:**

Must be submitted in electronic format compatible with MS Publisher, or by camera ready hard copy. Black & white ads only. Contact the Society for photo requirements. Files may be emailed to [mregan@msomc.org](mailto:mregan@msomc.org), but payment must be received by publication deadline. Acceptable formats are JPEG, TIFF, or any MS Publisher compatible graphics format.

If submitting a camera ready copy, ad will be scanned and sized to fit publication.



# MEDICAL SOCIETY OF MOBILE COUNTY ADVERTISING CONTRACT



## 2013 ADVERTISING CONTRACT

Name of Advertiser: \_\_\_\_\_

Invoice Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone # \_\_\_\_\_

### Advertisement type

#### PRINT MEDIA AD

\_\_\_\_\_ Full Page \$1000 \_\_\_\_\_ 1/2 Page \$750 \_\_\_\_\_ 1/4 Page \$500

#### ELECTRONIC AD

\_\_\_\_\_ Banner Advertisement \$850 \_\_\_\_\_ Tile Advertisement \$500

**PRINT MEDIA & ELECTRONIC AD** \_\_\_\_ (10% will be deducted from cost of Electronic Advertisement)

*ATTACH AD COPY TO THIS FORM*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date \_\_\_\_\_

**Editorial Policy:** The Medical Society of Mobile County reserves the right to accept or refuse any ad or article. The Society also reserves the right to edit articles for content or to fit in allotted space.

**Deadlines:** All ads must be received no later than the issue deadlines in the Publication Schedule.

**Payments:** Payment must be included at time of submission of ad. Make checks payable to the Medical Society of Mobile County.

**Refunds:** No refund will be given for the cancellation of an ad once copy has been set.

**Changes:** Once ads are set up and approved, *no other changes will be allowed.*

**Contracts:** Contracts must be completed and received along with payment and ad copy by the deadlines in the Publication Schedule.

**Advertisers:** Advertisers will receive a copy of the newsletter each time their ad is run.