

MEDICAL SOCIETY OF MOBILE COUNTY ADVERTISING RATES 2009

PRINT MEDIA

MSMC NEWSLETTER (SEMI-ANNUAL) - ONE TIME ADVERTISEMENTS

January (Jan. 4th deadline) - July (June 30th deadline)

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

ELECTRONIC MEDIA

MSMC E- NEWSLETTER (MONTHLY)

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 E-Newsletter; 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 msonc@earthlink.net, 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



2009 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.