

Northeast Florida Medicine 2010 Advertising Rates/Specifications/Due Dates

Northeast Florida Medicine reaches a focused audience of physicians and other professionals. Published quarterly by the DCMS Foundation on behalf of the Medical Societies of Duval, Clay, Nassau, Putnam, and St. John’s Counties, with print distribution to over 2,100 Northeast Florida physicians (MDs and DOs) and affiliated healthcare professionals, journal content is posted on our website, (www.dcmsonline.org), receives over 100,000 hits monthly, and is serviced by Google and Yahoo search engines. **Rates below are effective 1st Quarter 2010 issue of *Northeast Florida Medicine* and throughout 2010.**

Display Ad sizes:*

- Full page, interior (7” wide, 9 1/2” deep) ☆
- 1/2 page vertical (3 1/2" wide x 9 1/2” deep)
- 1/2 page horizontal (7” wide, 4 3/4” deep)
- 1/4 page (3.5” wide, 4 3/4” deep)
- Insert (brochure, flyer, etc.)
- Inside front cover
- Inside back cover
- Page opposite inside back cover
- Premium pages (p.4 or p.5)

Cost:

- \$575 b/w ★
- \$425 b/w ★
- \$425 b/w ★
- \$275 b/w ★
- \$675 (if preprinted/if not, discuss with managing editor)
- \$800 (includes color surcharge)
- \$800 (includes color surcharge)
- \$750 (includes color surcharge)
- \$750 (includes color surcharge)

☆ *Special position placement possible upon request and availability.*

★ *Color is available for an extra charge of \$50 for one spot color and \$125 for four color process.*

Display Ad Format: A high resolution PDF (300 dpi or higher) is the preferred ad format. Please send your PDF ad via email to llegacy@dcmsonline.org or send it on a CD to: DCMS 555 Bishopgate Lane, Jacksonville, FL 32204. Color ads should be CMYK format. Full bleed requires 8 3/4” x 11 1/2” page. Minimal ad design available for a fee. (\$25-50)

Classified ads: ONLY available on journal’s website version. Cost is \$25 for the first 25 words and 40 cents a word thereafter. Fax or email ad copy. Send insertion order or email insertion information. **Ad posted for entire quarter.**

Advertising policy: *Northeast Florida Medicine* is not responsible for statements and opinions of authors or the claims made by advertisers in the journal. The appearance of advertising does not guarantee or endorse the claims of advertisers, and acceptance of advertising is subject to approval. Payment to be kept current; a delinquent invoice may result in removal of advertising. Ads cancelled after closing date are subject to a 50% cancellation fee. Ads requested after the ad copy due date are subject to a 25% surcharge.

Due dates:reserve space/artwork/Mail date

- 1st Quarter 2010: January 13/February 1/March 5
- 2nd Quarter 2010: April 14/May 3/June 8
- 3rd Quarter 2010: July 14/August 2/September 3
- 4th Quarter 2010: October 13/October 29/December 6

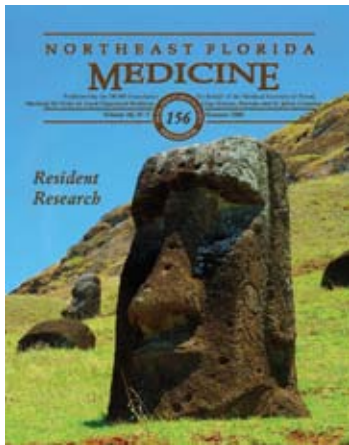
Quarterly Issue Topics (Subject to change)

- 1st Quarter - Esophageal Cancer
- 2nd Quarter - Resident Research
- 3rd Quarter - Infectious Diseases
- 4th Quarter - Palliative Medicine

Note: Rates include exposure on the DCMS website (dcmsonline.org) via “Advertisers’ Index” and in a digital journal version (starting sometime in 2010)

Questions? For advertising assistance, contact Leora Legacy, (904) 355-6561 x103 or email at llegacy@dcmsonline.org.

Sponsorship of a Supplemental issue will be considered. For details contact Leora Legacy at llegacy@dcmsonline.org.



Northeast Florida Medicine 2010 Advertising Insertion Order/Space Reservation

This Insertion Order form must be received by the reserve space due date for the issue being ordered (see reserve space due dates on both pages). **Fax or email this form (p.2) to Leora Legacy. FAX: (904) 353-5848. Email: llegacy@dcmsonline.org. Phone: 904-355-6561 x103.**

Name of company: _____

Person authorized to place ad signature/title: _____

Address: _____ City: _____ State: _____

Zip+4/Postal code: _____ Email: _____

Phone number: (____) _____ Fax number: (____) _____

Contact person, if different from above: _____

Billing agency, address, phone, fax, email, if different from above: _____

Date(s) of insertion (check all that apply):

Due dates: reserve space/artwork due/Mail date

- 1st Quarter 2010: January 13/February 1/March 5
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- 3rd Quarter 2010: July 14/August 2/September 3
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Display Ad sizes:

- Full page
- 1/2 page vertical *OR* 1/2 page horizontal
- 1/4 page

Color: (Ad in pdf format/CMYK color/300 dpi)

- B/W 4/C 2/C

Cover or Premium Position: (based on availability):

- Inside front cover
- Inside back cover
- Page opposite inside back cover
- Premium page (p.4 or p.5)
- Other position request: _____

Classified Ad (on on website)

Classified # of words() Email content & _____
insertion information



Office Use Only

Ad cost: Ad size = \$ _____

NOTES:

Guaranteed position = \$ _____

Color charge, if any = \$ _____

Net amount due ad = \$ _____

(FAX to DCMS or email to Leora Legacy. See above)