



132 Allens Creek Road
Rochester, NY 14618
(585) 473-7573 • Fax (585) 473-7641
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2009-2010

THE BULLETIN

Journal of the Monroe County Medical Society • Seventh District Branch, MSSNY

The Bulletin, published four times a year, is the official publication of the Monroe County Medical Society, a nonprofit organization established in 1821 to advocate the interests of physicians and their patients in the improvement of public health. *The Bulletin* has been in circulation for more than 72 years. Each issue focuses on a topic of interest to physicians and their practices and includes scholarly articles, regular columns, photo highlights, member and society news and calendar events.

When you advertise in *The Bulletin* ...

- You reach more than 1,700 physicians in the Monroe County area
- You reach out to a readership that is well-educated and affluent
- You grab the attention of readers who are leaders in this community



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Editorial Calendar & Deadlines

April/May 2009

Children's Health

Deadline: March 9, 2009

Ad Copy Deadline: March 16, 2009

September/October 2009

Healthcare in a Changing Economy

Deadline: August 3, 2009

Ad Copy Deadline: August 10, 2009

November/December 2009

Doctors Who Volunteer

Deadline: October 2, 2009

Ad Copy Deadline: October 9, 2009

February/March 2010

Improving Patient Care Through Technology

Deadline: January 4, 2010

Ad Copy Deadline: January 11, 2010

April/May 2010

Saving Primary Care

Deadline: March 5, 2010

Ad Copy Deadline: March 12, 2010



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2009 Advertising Contract for the Purchase of Advertising for **THE BULLETIN**

Journal of the Monroe County Medical Society • Seventh District Branch, MSSNY

2009 AD RATES (PER AD)

	1-3 issues	4 issues
Back Cover, inc. 4-color	\$800	\$720
Inside Front or Back Cover, 4-color	\$725	\$650
Full Page, 4-Color	\$690	\$620
Full Page, B/W	\$580	\$520
1/2 Page, 4-Color	\$470	\$400
1/2 Page, B/W	\$340	\$300
1/4 Page, B/W	\$200	\$180
1/8 Page, B/W	\$125	\$115
Classified Ad	\$1/word	

AD SIZES

(width x height)

Full Page	7.75" x 10.25"
1/2 Page (horizontal)	7.75" x 4.75"
1/2 Page (vertical)	3.75" x 10.25"
1/4 Page	3.5" x 4.75"
1/8 Page	3.5" x 2"

ACCEPTABLE FILE FORMATS

Ads must be sized correctly to fit the dimensions listed above at 300 dpi. Acceptable formats: pdf; jpeg; tif; eps. Attach embed all necessary graphics and fonts. All color ads must be created with Process color and must be CMYK - no RGB. Artwork for black-only ads must not contain RGB, CMYK or spot color elements. Full page bleed ads 8.75" x 11.25". **Ads submitted in any Microsoft program are not acceptable for reproduction.**

DEADLINES

Space deadline is the first day of month preceding the month of publication. Copy deadline is the fifth of the month preceding the month of publication.

Artwork should be sent via email or on a CD to the Communications Coordinator.

E-mail to jmorrill@mcms.org or mail to:

The Bulletin
Monroe County Medical Society, 132 Allens Creek Road, Rochester, NY 14618



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Advertising Contract for the Purchase of Advertising for THE BULLETIN

Journal of the Monroe County Medical Society • Seventh District Branch, MSSNY

Ad Size: (Please Check)

- Full Page
- Half Page
- Quarter Page
- Eighth Page

- 4/color
- 4/color
- b/w
- b/w
- Center Insert (Supplied by advertiser)
- Classified Ad
- (Please provide ad text on a separate sheet)
- Inside front cover - 4/color only
- Inside back cover - 4/color only
- Inside back cover - 4/color only
- Outside back cover - 4/color only

Insertion Dates (Please Check)

- February/March 2009
- April /May 2009
- September/October 2009
- November/December 2009
- February/March 2010
- April /May 2010
- September/October 2010
- November/December 2010

Total Cost of Contract: _____

TERMS: Invoices for advertising space will be issued upon submission of completed advertising contract. Invoices are due and payable within thirty (30) days after receipt. Visa or Master Card credit cards may be accepted. Placement of ads, except for prime spaces, is at the discretion of the editor.

CONTRACT/SPACE DEADLINE: First day of month preceding the month of publication (*i.e. Jan. 1st for the February/March issue*).

COPY DEADLINE: Fifth day of month preceding the month of publication.

CANCELLATION: Cancellation of a multiple issue contract must be in writing and received prior to the space reservation date. Cancellations received after this date will not be processed until the next issue and advertiser will be billed for all unpaid issues run plus a 10% cancellation fee. if advertiser does not remit payment as required, it concedes the Society's right to omit the advertisement and to charge at scheduled rates for the time it has run. All advertising subject to review and acceptance by the Editorial Committee of the Monroe County Medical Society.

NAME OF ADVERTISER AND/OR AGENCY:

Advertiser: _____ Contact: _____
 Address: _____ City/State/Zip: _____
 Telephone: _____ Fax: _____
 E-mail Address: _____

Proof of publication will be mailed to advertiser unless other direction given.

Signature: _____ Date: _____

MAIL OF FAX (585-473-7641) COMPLETED, SIGNED CONTRACT TO:
The Bulletin
Monroe County Medical Society
132 Allens Creek Road., Rochester, NY 14618