



# DOCTOR'S ADVICE

Published by the Monroe County Medical Society

Advice You Can Trust From Local Physicians

## Why advertise in *Doctor's Advice*?

***Doctor's Advice*** provides unsurpassed editorial excellence. It is the only health-care magazine written by Rochester area physicians and published by the Monroe County Medical Society. Readers look to our publication as a trusted source of unbiased, up-to-date information backed by scientific evidence.

***Doctor's Advice*** is mailed to Monroe County Medical Society member physicians and distributed to the community through the offices of doctors. Your message will reach healthcare consumers at the crucial decision making point — as they are preparing to talk to their healthcare provider.

***Doctor's Advice*** captures an audience of readers who want to participate in the healthcare decision-making process. These consumers are interested in acquiring the knowledge needed to make informed healthcare decisions. Our readers want to know about your products and services.

***Doctor's Advice*** has a long shelf life and a high pass along readership. Your ad will appear fresh for months and can produce results up to six months or even a year later.

***Doctor's Advice*** is an effective and cost-effective way to reach your target market. Our publication is a four-color glossy magazine and our rates are competitive.

### MEET OUR MEDICAL EDITOR



Jean V. Joseph, MD, MBA, is a Professor in the Department of Urology and the Wilmot Cancer Center at the University of Rochester Medical Center. A graduate of the University of Rochester School of Medicine, Dr. Joseph received post graduate training in reconstructive and laparoscopic surgery at the University College in London and at the Institute Mutualiste Montsouris in Paris. Dr. Joseph has authored numerous articles and book chapters on minimally invasive surgery. He is currently Head of the Section of Urologic Laparoscopy and Robotic surgery and Director of the Fellowship in Endourology, Laparoscopy, and Robotic Surgery at the University of Rochester Medical Center.



# DOCTOR'S ADVICE

Advice You Can Trust From Local Physicians

*Doctor's Advice* magazine seeks to empower the public to participate as partners in their own healthcare. It offers readers reliable, up-to-date, evidence-based information — all of it written by respected and trusted local physicians. *Doctor's Advice* also spotlights the quality of care and health services available in the Rochester area. *Doctor's Advice* is an official publication of the Monroe County Medical Society and the Seventh District Branch of the State Medical Society.

Circulation: 5,000

Published 4 times a year.

Managing Editor:  
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Rochester, NY 14618

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## 2012 AD RATES

Covers	1-3X	4 X	Dimensions
Back Cover, 4-Color	\$1150	\$950	7.25" x 10"
Inside Front Cover, 4-Color	\$1150	\$950	7.25" x 10"
Inside Back Cover, 4-Color	\$1150	\$950	7.25" x 10"

4-Color	1-3X	4 X	Dimensions
Full Page, 4-Color	\$960	\$900	7.25" x 10"
Half Page, 4-Color	\$650	\$600	7.25" x 4.85"
Quarter Page, 4-Color	\$420	\$350	3.5" x 4.875"

Black & White	1-3X	4 X	Dimensions
Full Page, B/W	\$780	\$650	7.25" x 10"
Half Page, B/W	\$575	\$480	7.25" x 4.85"
Quarter Page, B/W	\$210	\$180	3.5" x 4.875"
1/8 Page, B/W	\$180	\$150	3.5" x 2"

Full page bleed ads are 8.75" x 11.25" and trim to 8.5" x 11."

## CLOSING DATES

Issue	Deadline
Winter 2012	December 31, 2011
Spring 2012	March 26, 2012
Summer 2012	June 8, 2012
Fall 2012	August 31, 2012

## DIGITAL SPECIFICATIONS

Ads must be press-ready PDF (high resolution, CMYK, all fonts embedded, no spot colors) sized correctly to fit the dimensions listed above at 300 dpi. Acceptable formats: .JPEG, .TIF or .EPS at 300 dpi. All color ads must be created with process color and must be converted to CMYK. Artwork for black-only ads must not contain RGB, CMYK or spot color elements. We do not accept ads created in Microsoft Office/Publisher programs.



132 Allens Creek Road  
Rochester, NY 14618  
(585) 473-7573

**ADVERTISING CONTRACT**

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COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

VISA/MASTERCARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME ON CARD (Please PRINT) \_\_\_\_\_

**Terms**

Invoices for ads will be issued upon submission of signed 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. Cancellation of a multiple issue contract must be received in writing prior to the space reservation date. If advertiser does not remit payment as required, it concedes the Society's right to omit the advertisement and to charge at the scheduled rates for the time it has run. All advertising subject to review and acceptance by the Monroe County Medical Society.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**INSERTION ORDER**

INSERTION DATES: \_\_\_ WINTER 2012 \_\_\_ SPRING 2012 \_\_\_ SUMMER 2012 \_\_\_ FALL 2012

AD SIZE: (CIRCLE ONE) FP 2/3 1/2 1/3 1/4 1/6 1/8

PRINT: (CIRCLE ONE) COLOR B/W

SPECIAL PAGES: BACK COVER INSIDE FRONT COVER INSIDE BACK COVER

COST PER INSERTION: \$ \_\_\_\_\_ TOTAL COST OF CONTRACT: \$ \_\_\_\_\_

PLEASE CONTACT JAN MORRILL AT (585) 473-7573 FOR AVAILABILITY  
PLEASE RETURN CONTRACT BY FAX TO (585) 473-7641