

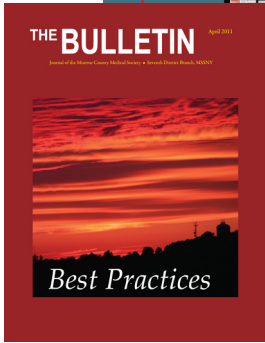
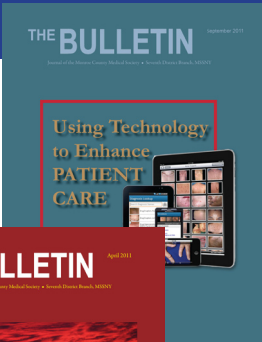


Founded in 1821, the Monroe County Medical Society (MCMS) is a not-for-profit professional organization whose members are physicians, surgeons, medical students, and residents. The Society was formed with the purpose of extending medical knowledge, elevating the standard of medical education, promoting reforms and enlightening and directing public opinion in regard to the problems of medicine and health for the best interests of the people in Monroe County. The MCMS also serves as a resource for information about health care issues. In addition, it creates educational opportunities for physicians, sponsors a public physician referral service, and provides peer review of complaints and disputes.

When you advertise with us...

- 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 the community

Monroe County Medical Society
132 Allens Creek Road., Rochester, NY 14618
www.mcms.org
(585)473-7573 • FAX 473-7641



THE BULLETIN

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

2012 AD RATES & DATES

Covers	1-3X	4 X	Dimensions
Back Cover, 4-Color	\$850	\$760	7.25" x 10"
Inside Front Cover, 4-Color	\$750	\$675	7.25" x 10"
Inside Back Cover, 4-Color	\$750	\$675	7.25" x 10"

4-Color	1-3X	4 X	Dimensions
Full Page, 4-Color	\$725	\$650	7.25" x 10"
Half Page, 4-Color	\$490	\$440	7.25" x 4.85"

Black & White	1-3X	4 X	Dimensions
Full Page, B/W	\$600	\$540	7.25" x 10"
Half Page, B/W	\$350	\$315	7.25" x 4.85"
Quarter Page, B/W	\$210	\$180	3.5" x 4.875"
1/8 Page, B/W	\$130	\$115	3.5" x 2"

Classified \$2 per word

CLOSING DATES/THEMES

Issue	Deadline
February/March	January 30, 2012
April/May	March 26, 2012
September/October	August 20, 2012
November/December	October 26, 2012

The Bulletin is the official publication of the Monroe County Medical Society. The Bulletin has been in circulation for more than 73 years and is an invaluable resource for area physicians.

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.

Circulation: 1,700

Published 4 times a year

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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.



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Insertion Order

Ad Size: (Please Check)

- Full Page 4/color b/w
- Half Page 4/color b/w
- Quarter Page
- Eighth Page
- Classified Ad

(Please provide ad text on a separate sheet)

Insertion Dates (Please Check)

- February/March 2012
- April /May 2012
- September/October 2012
- November/December 2012

- Inside front cover - 4/color only
- Inside back cover - 4/color only
- Inside back cover - 4/color only
- Outside back cover - 4/color only

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 accepted. Placement of ads, except for prime spaces, is at the discretion of the editor.

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: _____

VISA/MASTERCARD # _____ EXP. DATE _____

NAME ON CARD (Please PRINT) _____

**Proof of publication will be mailed to advertiser unless other direction is given.
Signature below authorizes this contract, thereby agreeing to terms and conditions.**

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**