



2011 Marin County Physician Directory Advertising Rates and Requirements

Ad rates and inch dimensions for the 2011 Physician Directory are listed below. Cover dimensions include 1/8 inch bleed on all sides. Final trim size is 6 5/8 x 9 inches.

Size	Shape	Width/Height	Color	Black & White
Back cover	vertical	6 7/8 x 9 1/4	\$2,430	NA
Inside covers	vertical	6 7/8 x 9 1/4	\$2,210	NA
Tabs	vertical	5 1/4 x 8	\$1,990	NA
Full page	vertical	5 1/8 x 7 7/8	\$1,550	\$1,050
1/2 page	vertical	2 1/2 x 7 7/8	\$945	\$735
1/2 page	horizontal	5 1/8 x 3 7/8	\$945	\$735
1/4 page	vertical	2 1/2 x 3 7/8	\$735	\$525
1/4 page	horizontal	5 1/8 x 1 7/8	\$735	\$525

Special placement. 15% additional charge.

Technical requirements. PDF is the preferred format for all ads. Other formats, and images embedded in original files, must be at least 300 dpi resolution. Also note:

- Ads must be in final print size. Cover ads with bleeds allow 1/8 inch all sides.
- Fonts must be embedded in file or outlined.
- Colors must be CMYK.
- Before creating PDF, check ads for press readiness by using pre-flight software.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.

Production services. Ads requiring typesetting or other production work are subject to additional charges. Production services are available from MMS at \$85 per hour.

Approval. All advertising copy is subject to approval by the Marin Medical Society. MMS reserves the right to edit, withhold or cancel any display ad. Publication of an ad in the Marin County Physician Directory does not represent endorsement by MMS.

Payment. Payment in full is required with submittal of contract. Deadline is Feb. 14, 2011. MMS reserves the right to reject advertising submitted without payment.

Submitting ads and contracts. Email is the preferred method for submitting ads. Send to erika@scma.org. Ads can also be submitted to Erika Goodwin, MMS, 2901 Cleveland Ave. #202, Santa Rosa, CA 95403. Phone: 707-548-6491. Fax: 707-525-4328.

Questions? Contact Erika Goodwin at erika@scma.org or 707-548-6491.

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2011 Physician Directory Advertising Contract

This contract authorizes the Marin Medical Society (MMS) to insert a _____ page advertisement in the 2011 Marin County Physician Directory, according to the terms set forth in the rate sheet. The ad is (circle choice) **color** or **black/white**.

Contract Amount

The rate is \$_____

Additional costs may include:

- Guaranteed position charge: \$_____
- Plus production charge: \$_____
- Less discount: \$_____

Contract Total = \$_____

Additional Instructions _____

Advertiser Address

Company _____ Contact person _____

Contact phone _____ Fax _____ Email _____

Contact address _____

Ad agency (if applicable) _____ Ad agency contact _____

Billing address _____

Closing dates and contract conditions. The 2011 Marin County Physician Directory will publish on or around March 31, 2011. Contracts and print-ready ads are due by Feb. 14, 2011. **Payment in full is required with submittal of contract.** MMS may reject ads submitted without payment. All ads are subject to approval by MMS, which reserves the right to edit, withhold or cancel any advertisement.

MMS Address. Erika Goodwin, 707-548-6491, Fax 707-525-4328, erika@scma.org, 2901 Cleveland Ave. #202, Santa Rosa, CA 95403.

Approval

(Advertiser) (Date) (MMS representative) (Date)