



Marin Medicine 2012 Themes and Ad Rates

Each issue of *Marin Medicine*, the magazine of the Marin Medical Society, focuses on a particular medical theme. Themes and ad deadlines for 2012 are listed below.

ISSUE	THEME	CONTRACT DEADLINE	ARTWORK DEADLINE	PRINT DATE
Winter 2012	Cancer Update	10/31/11	11/9/11	December 2010
Spring 2012	Medicine and Gender	1/31/12	2/10/12	March 2012
Summer 2012	Environmental Health	4/30/12	5/10/12	June 2012
Fall 2012	Computerized Medicine	7/31/12	8/9/12	September 2012

The ad rates and inch dimensions for 2012 are listed below. Dimensions for covers and full-page ads include 1/8 inch bleed on all sides. Final trim size is 8 1/2 x 11.

COLOR OR BLACK & WHITE			RATE PER ISSUE		
Size	Shape	Width/Height	1 issue	2 issues	4 issues
Back cover	vertical	8 3/4 x 11 1/4	\$1,480	\$1,405	\$1,330
Inside front cover	vertical	8 3/4 x 11 1/4	\$1,160	\$1,100	\$1,045
Inside back cover	vertical	8 3/4 x 11 1/4	\$990	\$945	\$895
Full page	vertical	8 3/4 x 11 1/4	\$860	\$825	\$785
2/3 page	vertical	4 7/8 x 10	\$735	\$700	\$670
1/2 page	vertical	4 7/8 x 7 1/2	\$575	\$550	\$525
1/2 page	horizontal	7 3/8 x 4 7/8	\$575	\$550	\$525
1/3 page	vertical	2 5/16 x 10	\$435	\$410	\$390
1/3 page	square	4 7/8 x 4 7/8	\$435	\$410	\$390
1/6 page	vertical	2 5/16 x 4 7/8	\$290	\$280	\$270
1/6 page	horizontal	4 7/8 x 2 7/16	\$290	\$280	\$270

Continues on page 2

Marin Medicine 2012 Themes and Ad Rates (continued)

Submitting ads and contracts. Ads and contracts should be submitted to Erika Goodwin at the address below. E-mail is the preferred method for submitting ads.

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

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. Full page ads with bleeds allow 1/8 inch all sides and provide trim marks to 8.5 x 11.
- 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 may be subject to additional charges.

Classified ads. Classified ads cost \$1 per word. Deadlines are the same as the artwork deadlines listed above.

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 *Marin Medicine* does not represent endorsement by MMS.

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

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