



## MMS Website Ad Rates

The Marin Medical Society accepts ads on the right side of all its website pages, including the home page, newsletter page, and six other pages. Ads are available in three sizes: rectangle, vertical and skyscraper.

| AD SPECIFICATIONS |                |                 | RATE PER PAGE PER MONTH |          |          |           |
|-------------------|----------------|-----------------|-------------------------|----------|----------|-----------|
| Size              | Width (pixels) | Height (pixels) | 1 month                 | 3 months | 6 months | 12 months |
| <b>Rectangle</b>  | 170            | 150             | \$100                   | \$95     | \$90     | \$85      |
| <b>Vertical</b>   | 170            | 300             | \$175                   | \$170    | \$165    | \$160     |
| <b>Skyscraper</b> | 170            | 600             | \$250                   | \$240    | \$230    | \$220     |

**Submitting ads and contracts.** Ads should be submitted via email to Erika Goodwin at erika@scma.org. Contract appears on the reverse and can be submitted via email, fax or mail to:

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

**Technical requirements.** Ads must be formatted as follows:

- All ads must be 170 pixels wide, but height can vary (see ad specs above).
- Ads must be saved in JPG, GIF or PNG formats.
- Ads cannot contain any layering or CMYK color formats.
- Ideal file size is 100K. Maximum size is 350K.

**Approval.** All advertising copy is subject to approval by the Marin Medical Society. MMS reserves the right to edit, withhold or cancel any ad. Publication of an ad on the MMS website 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.

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## MMS Website Advertising Contract

This contract authorizes the Marin Medical Society to insert a \_\_\_\_\_ size advertisement on the MMS website, according to the terms set forth in the current rate sheet. The contract will run for \_\_\_\_\_ months and will **start** in (month) \_\_\_\_\_ (year) \_\_\_\_\_ and **end** in (month) \_\_\_\_\_ (year) \_\_\_\_\_.

### Contract Amount

The per-month cost is \$\_\_\_\_\_, and the number of months is \_\_\_\_\_, which equals \$\_\_\_\_\_.

**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 MMS website is updated monthly, at the beginning of each month. Advertising contracts are due two weeks prior to update; ad artwork is due one week prior to update. Payment for one-month contracts is required with submittal of contract. For multi-month contracts, payment for the first month is required with submittal of contract; subsequent months are billed upon update. 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 ad.

### Approval

\_\_\_\_\_  
(Advertiser) (Date) (MMS representative) (Date)