



Classified Advertising Rates Year 2016

Sierra Sacramento Valley Medicine

Overview

Sierra Sacramento Valley Medicine will publish six issues in 2016 – January/February, March/April, May/June, July/August, September/October and November/December. The magazine’s circulation is approximately 5,000 and includes members, elected officials, paid subscriptions and medical students.

Camera-Ready and/or Text Ads Due to SSVMS

January/February Issue	Due November 15
March/April Issue	Due January 15
May/June Issue	Due March 15
July/August Issue	Due May 15
September/October Issue	Due July 15
November/December Issue	Due September 15

Classified Ad Sizes and Rates

Straight Classified.....\$.55/word, with a \$5.00 minimum
Please print or type the ad text on a separate sheet of paper and submit it with the contract.

Display Classified.....\$28.00/column inch (2-1/4” x 1”)

Terms.....Payment must accompany ad and contract.
All ads running less than three (3) months **must be prepaid**. Ads running three months or more will be billed monthly **after** the initial prepaid month. Accounts are delinquent after 30 days.

Questions Regarding Ad Reservation, Placement, or Billing

Please contact Shannon Buchan at Sierra Sacramento Valley Medical Society, 5380 Elvas Ave. #101, Sacramento, CA 95819-2396, Tel: 916.452.2671, Fax: 916.452.2690, E-mail: sbuchan@ssvms.org

2016 CLASSIFIED AD CONTRACT

Sierra Sacramento Valley Medicine

Advertiser/DBA: _____

Name: _____

Address: _____

Telephone: _____ Fax: _____

Authorized Signature: _____

Insertion Dates: January/February Issue July/August Issue
 March/April Issue September/October Issue
 May/June Issue November/December Issue

Ad type: Straight Classified Ad – Please print or type the ad text on a separate sheet of paper and submit it with the contract.

 Display Classified Ad Ad Size: _____

Price: \$ _____

Please check one of the following payment options and remit accordingly:

A check in the amount of \$ _____

Charge my: VISA MasterCard Acct# _____ Exp. Date: _____ CVC _____

ARTWORK PREPARATION AND INSTRUCTIONS

SIERRA SACRAMENTO VALLEY MEDICINE

1-color Ads

- Halftones should be screened at 150 line-screen.
- **OPTION 1:** Ads may be supplied as Camera-ready art, if there are no screens or halftones.
- Ads must come with three (3) copies of the ad and must fit the sizes as shown on page one. Ads that are slightly smaller will be floated at the publisher's discretion. All laser copies should have the size and name of the ad written in the margin. Do not fold or tape your ad to another sheet. This may destroy the copy and ruin your ad.
- **OPTION 2:** If a 1-color ad is supplied digitally, it must also be supplied with three (3) lasers of what the ad is to look like when printed, with the ad size and name written in the margin. Ads may be supplied on CD, floppy, or zip disk and must include screen and printer fonts and graphics. Ads that are slightly smaller will be floated at the publisher's discretion.

Please mail contract, ad and payment to:

Sierra Sacramento Valley Medical Society, 5380 Elvas Ave. #101, Sacramento, CA 95819-2396.

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