



Display Advertising Rates Year 2017

Sierra Sacramento Valley Medicine

Overview

Sierra Sacramento Valley Medicine will publish six, full-color issues in 2017 – January/February, March/April, May/June, July/August, September/October and November/December. The magazine’s circulation is approximately 5,000 and includes physicians, elected officials, paid subscriptions and medical students in the counties of El Dorado, Sacramento and Yolo. The journal is also featured prominently on the SSVMS website home page at www.ssvms.org and each issue can be viewed on the ISSUU bookshelf.

Camera-Ready Ads Due Dates to SSVMS

January/February Issue	Art Due November 15, 2016
March/April Issue	Art due January 15, 2017
May/June Issue	Art due March 15, 2017
July/August Issue	Art due May 15, 2017
September/October Issue	Art due July 15, 2017
November/December Issue	Art due September 15, 2017

Display Ad Rates – Black/White (per insertion)

	1X	6X
Full Page	\$840	\$735
Half Page	\$595	\$432
Third Page	\$413	\$371
Quarter Page	\$280	\$200

Display Ad Rates – Color (per insertion)

	1X	6X
Full Page	\$1,200	\$1,050
Half Page	\$ 850	\$ 760
Third Page	\$ 590	\$ 530
Quarter Page	\$ 400	\$ 360
Inside Covers (only color)	\$1,500	\$1,350
Outside Back Cover	n/a	\$1,450

Ad Dimensions

Size	Width		Height
Full Page – bleed	8.5”	x	11” trim
total with bleed:	8.75”	x	11.25”
live area/type area:	7.75”	x	10.25”
outside back cover:	7.5”	x	8.5”
Full Page – float	7.5”	x	10”
Half Page – horizontal	7.5”	x	4.625”
Third Page – square	4.875”	x	4.625”
Quarter Page – vertical	3.625”	x	4.625”

Mechanical Requirements

Advertisers must submit camera-ready art, matching the exact dimensions of the specified ad, in only one of the following formats:

- Press-quality (300 dpi) PDF, TIFF, EPS or JPG (must be original minimum resolution)
 - Full page ads must include 1/4" bleeds and crop marks
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Submission Methods

Email (preferred) to: Chris Stincelli, Associate Director at: estincelli@ssvms.org

Mail CD/DVD to: Chris Stincelli, Associate Director
Sierra Sacramento Valley Medical Society
5380 Elvas Ave. #101
Sacramento, CA 95819-2396

Additional Charges and Information

- Guaranteed Special Position: Other than the covers, 15% surcharge on space to secure preferred position such as across from the Covers, Table of Contents, President's Message, etc. Otherwise all space requests accommodated at the discretion of the publisher and space available.
 - 5% discount on three or more identical ad placements.
 - Insertions available – contact: Chris Stincelli, estincelli@ssvms.org or (916) 452-2671
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Questions, Placement or Billing

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

COPY AND CONTRACT REGULATIONS

SIERRA SACRAMENTO VALLEY MEDICINE

- Publisher reserves the right, without giving specific reasons, to refuse advertising if copy is not in keeping with publisher's standards.
- Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume liability for any claims arising there from made against the publisher.
- Advertising simulating editorial content is subject to approval of publisher and will be clearly labeled "advertisement."
- Dates and times of cancellation of ads are the same as the deadlines for placement.
- All political advertising must be paid for in advance and will be labeled "paid advertisement."
- Publisher reserves the right to split double trucks.
- Contracts may be cancelled by either party with written notice 30 days preceding publication date. Contract rates must be paid within 30 days.
- Acceptance of advertising by any of the publisher's publications in no way constitutes approval or endorsement of products or services unless otherwise note
- Advertising is payable in advance unless the advertiser has established credit with the publisher.
- Terms: Prepayment or net 30 days from date of invoice. Invoices will be submitted with tear sheet.

2017 DISPLAY AD CONTRACT
Sierra Sacramento Valley Medicine

Advertiser _____
(Name of company or product being advertised)

Agency (if applicable) _____

Contact _____

Address _____ City _____ State _____ Zip _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

2017 Insertion Dates: January/February Issue July/August Issue
 March/April Issue September/October Issue
 May/June Issue November/December Issue

Ad Size: _____ Placement: _____ Price: _____

Color Artwork Black & White New Pick up from: _____

Index Heading _____

In signing, the advertiser and the agency agree to abide by the copy and contract regulations stated on page two of this contract.

Authorized Signature: _____

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

A check in the amount of \$ _____

Credit Card: VISA MasterCard

Name on card: _____

Account# _____ Expir.Date: _____ Security Code #: _____

Please send to:
Sierra Sacramento Valley Medical Society, 5380 Elvas Ave. #101, Sacramento, CA 95819-2396
Tel: 916.452.2671 / Fax: 916.452.2690 / E-mail: cstincelli@ssvms.org
Serving the counties of El Dorado, Sacramento and Yolo