



Advertising Rates Year 2009

Sierra Sacramento Valley Medical Society

2009-2010 Pictorial Membership Directory

Overview

The 2009-2010 Pictorial Membership Directory is scheduled to be published in July 2009. It includes photographs and relevant information about our member physicians as well as listings by specialty and geographic area, medical groups, advertisers, non-member physicians, specialty societies and other useful information. The Directory is used by physicians, hospitals, pharmaceutical representatives and other businesses as a principal source of information about physicians living and practicing in the counties of El Dorado, Sacramento and Yolo.

Ad Placement Due: **May 1, 2009**
Camera Ready Artwork Due: **June 1, 2009**

Display Ad Sizes and Rates

Full Page (5" wide x 8" tall)	\$ 732
Half Page (5" wide x 3-7/8" tall)	\$ 440
Quarter Horizontal (5" wide x 1-7/8" tall)	\$ 220
Quarter Vertical (2-3/8" wide x 3-7/8" tall)	\$ 220
Eighth (2-3/8" wide x 1-7/8" tall)	\$ 193
Inside Front Cover (5" wide x 8" tall)	\$ 952
Inside Back Cover (5" wide x 8" tall)	\$ 952
Outside Back Cover (5" wide x 8" tall)	\$1,689

Additional Charges and Information

- Color charges are additional: Two Color, \$495, Full Color, \$715 (*inside front & inside back*)
- Guaranteed position, \$275 per issue.
- Halftones should be screened at 150 line-screen.
- Current advertisers have first option on prior publication's position.
- All ads must be camera-ready including color separations.

Questions Regarding Ad Artwork, Reservation, Placement or Billing

Please contact Chris Stincelli, Sierra Sacramento Valley Medical Society, 5380 Elvas Ave. #100, Sacramento, CA 95819-2396, Tel: 916.452.2671, Fax: 916.452.2690, E-mail: cstincelli@ssvms.org

ARTWORK PREPARATION AND INSTRUCTIONS
2009-2010 PICTORIAL MEMBERSHIP DIRECTORY
Sierra Sacramento Valley Medical Society

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.
- **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. Ad may be supplied on CD, floppy, or zip disk and must include screen and printer fonts, graphics. Ads that are slightly smaller will be floated at the publisher's discretion.

2- and 4-color Ads

- Halftones, duotones and separations should be screened at 150 line-screen.
- **OPTION 1:** Ads may be supplied as camera-ready art, if there are no screens or halftones and no colors may touch one another.
- Ads supplied as camera-ready art 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.
- **OPTION 2:** If 2- or 4-color ads are supplied digitally, they must also be supplied with three (3) composite lasers of what the ad is to look like when printed, with the ad size and name written in the margin. In addition, one (1) set of separated lasers must be included. Ads may be supplied on CD, floppy, or zip disk and must include screen and printer fonts, graphics. Ads that are slightly smaller will be floated at the publisher's discretion.
- **OPTION 3:** If 2- or 4-color ads are supplied in the form of negatives, they must be supplied right-read emulsion down (RRE down). In addition, please submit a color proof (either MatchPrint, color key or color laser). Ads that are slightly smaller will be floated at the publisher's discretion.

COPY AND CONTRACT REGULATIONS
2009-2010 PICTORIAL MEMBERSHIP DIRECTORY
Sierra Sacramento Valley Medical Society

- 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 therefrom 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.
- Acceptance of advertising by any of the publisher's publications in no way constitutes approval or endorsement of products or services unless otherwise noted.
- Advertising is payable in advance unless the advertiser has established credit with the publisher.
- Payment Terms: Prepayment or payment within 30 days receipt of contract and artwork.

2009 - 2010 DISPLAY CONTRACT
PICTORIAL MEMBERSHIP DIRECTORY

Advertiser/DBA _____

Address _____

Telephone: _____ Fax: _____

Authorized Signature: _____

Print Name: _____

Ad Size: _____ Price: \$ _____ Insertion Date: _____

Name of Advertisement: _____

- 1-color Black & White
- Two Color (Please specify both colors...Ex: Black + PMS 201) _____
- Four-color process (full color)

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

A check in the amount of \$ _____

Charge my: VISA MasterCard Account# _____ Expir.Date: _____

Please send to: Sierra Sacramento Valley Medical Society, 5380 Elvas Ave. #100, Sacramento, CA 95819
Tel: 916.452.2671 / Fax: 916.452.2690 / E-mail: cstincelli@ssvms.org
Serving the counties of El Dorado, Sacramento and Yolo