



Display Advertising Rates Year 2010

Sierra Sacramento Valley Medicine

Overview

Sierra Sacramento Valley Medicine will publish six issues in 2010 – January/February, March/April, May/June, July/August, September/October and November/December. The magazine's circulation is approximately 2,500 and includes members, elected officials, paid subscriptions and medical students.

Camera-Ready Ads Due dates to SSVMS

January/February Issue	Art due January 8
March/April Issue	Art due February 1st
May/June Issue	Art due April 1st
July/August Issue	Art due June 1 st
September/October Issue	Art due August 2 nd
November/December Issue	Art due October 1 st

Display Ad Sizes and Rates

Full Page (7.500 x 10.000 deep)	\$567
Half (7.500 x 4.625 deep)	\$325
Third (4.875 x 4.625 deep)	\$253
Quarter (3.625 x 4.625 deep)	\$220
Eighth (3.625 x 2.250 deep)	\$187
Inside Front Cover (7.500 x 10.000 deep)	\$633
Inside Back Cover (7.500 x 10.000 deep)	\$633
Outside Back Cover (7.500 x 8.500 deep)	\$633

Additional Charges and Information

- Color charges are additional: Two Color, \$495, Full Color, \$715.
- Guaranteed position on multiple insertions only – \$55 per issue.
- Insertions available at \$165 per thousand.
- There is a 5% discount on three or more identical ad placements.
- Current advertisers have first option on prior year's position.

Questions Regarding Ad Reservation, Placement or Billing

Please contact Chris Stincelli at 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

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.
- **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
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 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. 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.

2009 DISPLAY CONTRACT
Sierra Sacramento Valley Medicine

Advertiser/DBA _____

Address _____

Telephone: _____ Fax: _____

Authorized Signature: _____

Name of Advertisement: _____

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

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

Ad Size: _____ Number of Issues: _____ Price: \$ _____

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 95819-2396
Tel: 916.452.2671 / Fax: 916.452.2690 / E-mail: cstincelli@ssvms.org
Serving the counties of El Dorado, Sacramento and Yolo