

## ADVERTISING CONTACT

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# Advertising Rate Information

Effective September 2008

1382 E. Alluvial #106, Fresno, CA 93720 • P.O. Box 28337, Fresno, CA 93729-8337 • (559) 224-4224 FAX (559) 224-0276

## EDITORIAL PERSONNEL

Sandi Palumbo, executive director  
Carol Rau, managing editor



### VITAL SIGNS

The first day of each month for  
Fresno-Madera Medical Society,  
Kern County Medical Society &  
Tulare County Medical Society

### PUBLISHING SCHEDULE

### CIRCULATION

Direct mailed to:  
950 paid copies to Fresno-Madera  
Medical Society physician members  
500 paid copies to Kern County  
Medical Society physician members  
300 paid copies to Tulare County  
Medical Society physician members  
200 copies to industry-related parties  
200 copies delivered to  
UCSF, Fresno residents

### DISPLAY RATES

Run of paper

	1 time	6 times	12 times
1/6 page	\$165/ad	\$140/ad	\$110/ad
1/4 page	—	—	—
1/3 page	\$330/ad	\$280/ad	\$230/ad
1/2 page	\$505/ad	\$420/ad	\$345/ad
2/3 page	\$660/ad	\$555/ad	\$460/ad
full page	\$990/ad	\$780/ad	\$680/ad

### PREFERRED POSITION

4-color back cover	\$1450/ad	\$1230/ad	\$1125/ad
2-color back cover	—	—	—
4-color inside cover	\$1450/ad	\$1230/ad	\$1125/ad
2-color inside cover	—	—	—
1-color inside cover	—	—	—
4-color tab	—	—	—
2-color tab	—	—	—
1-color tab	—	—	—

### GUARANTEED POSITION

10% surcharge

Not agency commissionable. Special positions are accepted on an availability basis and are cleared through the publisher.

### COLOR RATES

One spot color	\$135/ad
4-color process	\$375/ad

Not agency commissionable. "Two color rates are for black plus a second color. "4-Color" rates are for four-color process inks. Color separations and a color key must be supplied by the advertiser

### NON-MEMBER VITAL SIGNS CLASSIFIED RATES

First Month	\$50/up to 3 lines*
Second Month	\$40/up to 3 lines*
Third Month	\$30/up to 3 lines*

Classified ads include the headline. Classified ad payments are due in advance of publication run.

\* Three lines are approximately 40 to 45 characters per line. Additional words are \$1.00 per word.

### MEMBER DISPLAY RATES

Fresno-Madera, Kern and Tulare County Medical Society members are allowed a 30% discount up to three times a year when purchasing Vital Signs display advertising.

### MEMBER CLASSIFIED RATES

Classified ads are available to members only at no charge.



### 2010 PICTORIAL DIRECTORY DIRECTORY

Annually (in December) for the  
Fresno-Madera Medical Society

1,000 paid copies to Fresno-Madera Medical Society members. 650 copies purchased additionally by physicians, hospitals, medical industry representatives including pharmaceutical and general public.

Reserved by Aug. 29

Reserved after Aug. 29

\$525/ad	\$575/ad
\$780/ad	\$860/ad
\$1165/ad	\$1280/ad
\$3500/ad	\$3850/ad
—	—
\$3000/ad	\$3300/ad
\$2500/ad	\$2750/ad
\$2000/ad	\$2200/ad
\$3000/ad	\$3300/ad
\$2500/ad	\$2750/ad
\$2000/ad	\$2200/ad

\$250/ad

\$275/ad

\$375/ad	\$410/ad
\$1050/ad	\$1155/ad



### 2010 POCKET TELEPHONE

Annually (in December) for the  
Fresno-Madera Medical Society

800 paid copies to Fresno-Madera Medical Society members.

Reserved by Aug. 29

Reserved after Aug. 29

Pocket telephone directory full page advertisements may be purchased in conjunction with any Pictorial Directory ad at a 50% discount.

\$1165/ad	\$1280/ad
\$1800/ad	\$1980/ad
\$1500/ad	\$1650/ad
—	—
\$1500/ad	\$1650/ad
\$1350/ad	\$1485/ad
\$250/ad	\$275/ad

\$375/ad	\$410/ad
—	—

## MECHANICAL SPECIFICATIONS

### VITAL SIGNS

Printed by sheet fed press on 100# gloss text

Half-tone screen	.....133 line (emulsion side down)
One-sixth page	.....2-3/8 inches by 4-3/4 inches
One-third page	.....2-3/8 inches by 9-5/8 inches or 5 inches by 4-3/4 inches
One-half page	.....7-1/2 inches by 4-3/4 inches
Two-third page	.....5 inches by 9-5/8 inches
Full page	.....7-1/2 inches by 9-5/8 inches

### 2009 VITAL SIGNS DEADLINES

PUB	ADS	CAMERA	PRINT	MAIL
DATE	DUE	READY DUE	DATE	DATE
January	12/10	12/12	12/15	12/31
February	1/12	1/14	1/20	1/30
March	2/10	2/12	2/17	2/27
April	3/11	3/13	3/20	3/31
May	4/10	4/13	4/20	4/30
June	5/11	5/13	5/18	5/29
July	6/10	6/12	6/17	6/30
August	7/13	7/15	7/20	7/31
September	8/11	8/13	8/18	8/31
October	9/11	9/14	9/18	9/30
November	10/12	10/14	10/20	10/30
December	11/6	11/10	11/13	11/30

### 2010

January	12/7	12/9	12/15	12/31
February	1/11	1/13	1/19	1/29
March	2/9	2/11	2/16	2/26

*Vital Signs deadlines subject to change without notice.*

## MECHANICAL SPECIFICATIONS

### PICTORIAL DIRECTORY

Half-tone screen	.....133 line (emulsion side down)
Full Page	.....5 inches wide by 8 inches tall
Half Page	.....5 inches wide by 3-7/8 inches tall or 2-3/8 inches wide by 8 inches tall
Quarter Page	.....5 inches wide by 1-7/8 inches tall or 2-3/8 inches wide by 3-7/8 inches tall
Bleed area	.....6-3/8 inches wide by 9-3/8 inches tall

### MECHANICAL SPECIFICATIONS POCKET TELEPHONE DIRECTORY

Half-tone screen	.....133 line (emulsion side down)
Full Page	.....2-7/8 inches wide by 4-3/4 inches tall

### DIRECTORY DEADLINES

- Signed insertion orders with 50% non-refundable deposit are due by August 31, 2009 to receive the lower advertising rate.
- Payment in full is required by September 30.
- Advertisement copy is due by October 1.
- Camera-ready copy artwork is due October 16.
- Finished books are delivered in January, 2010.

## Terms

### COMMISSIONS

National and advertising agency rates are 15% commissionable.  
Terms: Net 30 days.

No agency commission allowed on accounts outstanding longer than 45 days. No commission is allowed on production costs or miscellaneous and mechanical charges. Camera-ready copy must be provided (minimal pub-set) with written insertion orders. No camera-ready discount available.

### ADVERTISING RATE POLICIES

Publisher reserves the right, on 30 days notice, to revise rates on all advertising and contracts.

All display advertisers receiving contract rates must have signed contracts. Contract rates apply only when payment is made in full within 30 days of billing. Invoices not paid within 30 days will be recalculated at the prevailing open rate. Invoices outstanding 90 days or more will automatically cancel contract between publisher and advertiser and the prevailing open rate will be applied to the unpaid advertisements.

### SPECIAL SERVICES

- 1 Tearsheets will be provided, if available, to all advertisers. The number will be determined by the nature and need of the business.
- 2 Advertising layout service is available to advertisers.

### COPY AND CONTRACT REGULATIONS

- 1 Publisher reserves the right, without giving specific reason, to refuse advertising if copy is not in keeping with publisher's standards.
- 2 Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher.
- 3 Advertising simulating editorial content is subject to approval of publisher and will be clearly labeled "advertisement."
- 4 Liability for errors in advertisements will not exceed the cost of the space occupied by the error. Ad proofs are solely for error correction and minor changes. Major revisions will be made at an additional charge of \$20.

- 5 Dates and times for cancellation of ads are the same as the deadlines for placing the ads.
- 6 Advertising is payable in advance unless the advertiser has established credit with Fresno-Madera Medical Society.
- 7 All materials supplied to or produced by Fresno-Madera Medical Society becomes the property of the publisher.
- 8 All political advertising must be paid for in advance and must be labeled "paid advertisement."
- 9 Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun. An additional charge of 10% is required for special page positions and is not agency commissionable.
- 10 Publisher reserves the right to split double trucks.
- 11 Contracts may be canceled by either party with written notice 30 days preceding publication date. Guaranteed position contracts may not be canceled. Contract rates apply only when payment is made in full within 30 days of billing. Invoices not paid within 30 days will be recalculated at the prevailing open rate. Canceled contracts will be recalculated at the prevailing open rate from the date of the signed contract or the renewing contract date. A separate invoice will be sent to the advertiser labeled "back-billing" for the contracted inches used at the prevailing rate.
- 12 Verbal cancellation must be followed by letter within five (5) working days.
- 13 Acceptance of advertising by any of the publications in no way constitutes approval or endorsement of products or services advertised.
- 14 Terms: Net 30 days from date of invoice. Past due thereafter. Past due accounts will be charged 1.75% finance charge per month (21% per annum).