



Indianapolis Medical Society

631 E. New York St., Indianapolis, IN 46202-3706

Phone: (317) 639-3406 Fax: (317) 262-5609 E-Mail: mhadley@imsonline.org www.imsonline.org

To: Marcia Hadley, Associate Editor

From: _____

Date: _____

2012 PICTORIAL ROSTER CONTRACT AND AD SPECS

IMS Roster ADVERTISING RATES:

| | B/W | 4/color |
|------------------------------|------------|-----------|
| *Back Outside Cover..... | | \$1,200 . |
| *Back Inside Cover | \$ 850 . | |
| *Front Inside Cover | \$ 850 . | |
| *Opp. Table of Contents..... | \$550..... | \$ 800 . |
| *Last Inside Page..... | \$550..... | \$ 800 . |
| *Opposite Cross Index..... | \$550..... | \$ 800 . |
| Full Page | \$400..... | \$ 650 . |
| Half Page | \$250..... | \$ 500 . |

Ads (except for prime positions) will be placed in an advertisers section or placed throughout the publication at the discretion of the editor.

All full-page 4/color ads receive FREE a small ad for three months on www.imsonline.org. Sized art must be furnished by the advertiser by November 15, 2011 for January 2012 posting. See imsonline for web advertising specifications.

Visit www.imsonline.org for adv./sponsorship opportunities.

*Prime spots are reserved for previous advertisers.

PAGE & AD DIMENSIONS:

Full Page.....6.875"w x 10"h.
 Half Page (horizontal).....6.875"w x 4.75"h.
 Half Page (vertical).....3.25"w x 10"h.
 [Page dimensions: 8.5 x 11] {Bleed dimensions: 8.75 x 11.25}

Ad must be sized correctly to the dimensions listed above at 300 dpi. Acceptable formats: pdf; jpg; tif; eps. Attach/embed all necessary graphics and fonts.

- Ads are non-commissionable.
- The Pictorial Roster is printed offset. Please submit digital art. Ads may be sent by e-mail to mhadley@imsonline.org.
- File conversions, special preparations and additional proofs will be charged in addition to insertion charges.
- Ad creation and/or changes are charged at \$75 per hour.
- Mailing labels are available in conjunction with Full Page advertising, Executive Committee approval and additional fees.

SPACE CONTRACT DEADLINE: OCTOBER 24, 2011

ART DEADLINE: November 15, 2011

_____ New artwork will be forwarded.

_____ Create ad from materials provided. (Add'l. charges apply)

Notice of cancellation: Cancellation will be accepted only with written notice prior to October 24, 2011.

Signature _____

Date _____

INSERTION ORDER:

| | |
|------------------------------------|-------------------------|
| _____ *Back Outside Cover.. | _____ 4/color |
| _____ *Back Inside Cover..... | _____ 4/color |
| _____ *Front Inside Cover | _____ 4/color |
| _____ *Opp. Table of Cont... | _____ B/W 4/color |
| _____ *Last Inside Page..... | _____ B/W 4/color |
| _____ *Opposite Cross Index | _____ B/W 4/color |
| _____ Full Page | _____ B/W 4/color |
| _____ Half Page (Horz)..... | _____ B/W 4/color |
| _____ Half Page (Vert) | _____ B/W 4/color |

Method of Payment**:

_____ Our check for \$ _____ is enclosed

_____ Please invoice. Terms: Net 30 days from date of invoice.

Attn: _____

E-Mail: _____

_____ MASTERCARD _____ Visa

Card Number _____

Exp. Date _____

Name/Address/Phone number of cardholder, if different from below:

**First time advertisers must provide credit card information or pre-pay insertion.

Advertiser: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Fax: _____ E-Mail _____

Agency Name (if applicable): _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Proof of publication will be mailed to Advertiser unless other direction is given.

Indianapolis Medical Society Approval Policy: All advertising must be approved by the publisher. IMS reserves the right to refuse any advertisement. Advertiser and his agency will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy. Publication of advertising by the IMS does not imply endorsement or approval. The liability of the publisher for any error, omission, or delay, for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. Invoices are due upon receipt. Invoices that remain unpaid for 30 days shall accrue interest at a rate of 18% per annum. Should the IMS be forced to retain attorneys to collect all or any portion of our invoices, such fees and court costs that may be reasonable and necessary, as well as any accrued interest charge, will be paid by the advertiser or their agent. The Advertiser and the Agent/Agency will be held responsible for payment.

Mail, email or fax (262-5609) completed, signed contract to:

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