

INDIANAPOLIS MEDICAL SOCIETY BULLETIN

631 East New York Street, Indianapolis, Indiana 46202-3706; Phone: (317) 639-3406; Fax: (317) 262-5609; E-mail mhadley@imsonline.org

2017 DISPLAY ADVERTISING CONTRACT & AD SPECIFICATIONS

To: Marcia Hadley, Assoc. Editor

From: _____

Date: _____

DISPLAY ADVERTISING RATES

| | B/W | 2/C** | 4/C |
|----------------------------------|-------------|--------------|---------|
| *Front Inside Cover | N/A..... | \$700..... | \$1,000 |
| *Back Outside Cover..... | N/A..... | \$700..... | \$1,000 |
| *Back Inside Cover | N/A..... | \$700..... | \$1,000 |
| *Opposite President's Pg. | \$435 | \$700..... | \$1,000 |
| *Opposite Bulletin Board | \$435 | \$700..... | \$1,000 |
| *Center LH or RH (per page)..... | \$435 | \$700..... | \$1,000 |
| *Center Spread | \$710 | \$1,050..... | \$1,600 |
| Full Page..... | \$330 | \$550..... | \$900 |
| Half Page..... | \$220 | \$450..... | \$650 |
| Quarter Page | \$190 | \$375..... | \$500 |
| Banner Page..... | N/A..... | \$350..... | \$475 |
| Eighth Page..... | \$125 | N/A..... | N/A |

*Call for availability. Rates quoted above are per insertion/month. **2/Color build is from 4/Color process – exact match PMS call for quote. 2/Color is Black + one PMS color or two PMS colors (from 4/color process build)

AD DIMENSIONS:

| | |
|-------------------------------|--------------------|
| Full Page..... | 7.5" w x 9.75" h |
| Half Page (horizontal)..... | 7.5" w x 4.75" h |
| Half Page (vertical)..... | 3.5" w x 9.75" h |
| Quarter Page..... | 3.5" w x 4.75" h |
| Banner Page..... | 8.625" w x 2.25" h |
| Eighth Page (horizontal)..... | 3.5" w x 2.25" h |
| Eighth Page (vertical)..... | 1.75" w x 4.75" h |

[Page Dimensions: 8.375" w x 10.875" h] (Bleed 8.625" w x 11.125" h)

- Send ad copy to mhadley@imsonline.org. Ads must be sized to the dimensions listed above, with resolution of 300 dpi. Acceptable formats are pdf; eps; tif. Grayscale or CMYK. Attach/embed all necessary graphics and font files. Call with questions.
- **Any necessary file conversions, graphic treatments and additional proofs will be charged in addition to the rates quoted above.**
- Ad creation and/or changes will be charged at a rate of \$75 per hour.
- Full Page Bleed ads: **8.625" w x 11.125" h**
- Placement of ads, except for prime spots, is at the discretion of the editor.
- **All ads are net. Advertising Agency placement discounts do not apply.**
- Web advertising, sponsorships, special insertions and other advertising options available, see www.imsonline.org or email Mhadley@imsonline.org.
- **Requests for special positions (other than prime spots) may incur additional charges.**

CONTRACT/SPACE DEADLINE: First day of the month preceding the month of publication. (i.e., Dec. 1st for the Jan. issue)

COPY DEADLINE: Fifth day of the month preceding the month of publication.

CANCELLATION: Cancellation will be accepted only with written notice by the first day of the month preceding publication month. (The publisher reserves the right to repeat the last ad on time contracts, if new copy or cancellation notice is not received by deadline date.)

- _____ Use copy from _____
 _____ New artwork will be forwarded.
 _____ Create ad from materials provided. (Additional charges apply)

SIGNATURE _____

DATE _____

Please complete, sign and fax or e-mail to IMS

Insertion Order (Indicate B/W, 2/C or 4/C):

| | |
|-------------------------------|-----------------------|
| _____ *Front Inside Cover | _____ Full Page |
| _____ *Back Outside Cover | _____ Half Page (h) |
| _____ *Back Inside Cover | _____ Half Page (v) |
| _____ *Opp. Pres. Page | _____ Quarter Page |
| _____ *Opp. Bulletin Board | _____ Eighth Page (h) |
| _____ *Center Page (LH or RH) | _____ Eighth Page (v) |
| _____ *Center Spread | |

- _____ **Full-Year/Full-Page Contract (10% discount).**
 _____ **Full-Year/Half-Page Contract (5% discount).**
 _____ **Full-Year/Quarter-Page Contract (2% discount).**
 _____ Monthly, until further notice.
 _____ Bi-monthly, until further notice.
 _____ Month/s, as indicated below.
 _____ 10 % Non-profit discounts available (IRS verified)

INDICATE MONTHS TO RUN:

| | | | |
|-----------|-----------|-----------|-----------|
| _____ Jan | _____ Apr | _____ Jul | _____ Oct |
| _____ Feb | _____ May | _____ Aug | _____ Nov |
| _____ Mar | _____ Jun | _____ Sep | _____ Dec |

BILLING INSTRUCTIONS***:

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

Attn: _____

E-Mail: _____

_____ Please charge my credit card.

Signature: _____

_____ MASTERCARD _____ VISA _____ AMEX

Card Number _____

Exp. Date _____ CVV Code: _____

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

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

NAME OF ADVERTISER AND/OR AGENCY:

Advertiser Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Telephone _____ Fax _____

E-Mail _____

Agency Name/Contact/Address/Phone/E-Mail: _____

Mail proof of publication to: _____ Advertiser _____ Agency

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.

Board Certification Policy: IMS publishes board certifications approved by the American Board of Medical Specialties, American Osteopathic Association, and Royal College of Surgeons. Physician members wishing to designate an area of special interest in which their boards are not ABMS-, AOA-, or RCS-approved may use the following wording: "Specializing in"