



# 2008 Sonoma County Physician Directory

Sonoma County Medical Association

## Advertising Rates and Requirements

### COVERS AND TABS—COLOR ONLY

Size	Shape	Width/Height (inches)*	Rate
Back cover	full page	6¾ x 9¼	\$2,195
Inside covers	full page	6¾ x 9¼	\$1,995
Tabs	full page	5¼ x 8	\$1,795

### INTERIOR ADS—COLOR AND BLACK & WHITE

Size	Shape	Width/Height (inches)*	Black & White Rate	Color Rate
Full page	vertical	5½ x 7⅞	\$995	\$1,395
½ page	vertical	2½ x 7⅞	\$695	\$895
½ page	horizontal	5½ x 3⅞	\$695	\$895
⅔ page	horizontal	5½ x 2⅞	\$595	\$795
¼ page	vertical	2½ x 3⅞	\$495	\$695
¼ page	horizontal	5½ x 1⅞	\$495	\$695
⅛ page	horizontal	2½ x 1⅞	\$245	\$345

\* Ad dimensions for covers include 1/8" bleed on top, bottom, and outer edge.

**Publication Trim Size:** 6⅝" x 9"

**Special Placement:** 15% additional charge

**Technical Requirements:** PDF is the preferred format for all ads, with the following guidelines:

- Ads must be in final print size.
- Fonts must be embedded in file.
- File must be saved using the "Press Optimized" setting.
- Resolution must be at least 300 ppi.
- Colors must be CMYK.

We strongly recommend that you check your ad for press readiness by using pre-flight software. Smaller ads (less than 2M) can be e-mailed to [nperrott@rhscommunications.com](mailto:nperrott@rhscommunications.com), but larger ads should be submitted on CD or DVD to the address below.

**Production Services:** Ads requiring typesetting, reduction, enlargement, or layout work are subject to additional charges. Layout and production services are available at \$85 per hour.

**Approval:** All advertising copy is subject to the approval of the Sonoma County Medical Association. SCMA reserves the right to edit, withhold or cancel any ad. Publication of an ad in the Physician Directory does not represent endorsement by SCMA.

**Payment:** Payment in full is required with submittal of contract. RHS Communications reserves the right to reject advertising submitted without payment.

**Questions?** Contact Nan Perrott at 707-525-4226 or [nperrott@rhscommunications.com](mailto:nperrott@rhscommunications.com).

**Address:** RHS Communications, 3033 Cleveland Ave. #104, Santa Rosa, CA 95403.

