



Sonoma Medicine 2012 Themes and Ad Rates

Each issue of *Sonoma Medicine*, the magazine of the Sonoma County Medical Association, focuses on a particular medical theme. Themes and ad deadlines for 2012 are listed below.

ISSUE	THEME	CONTRACT DEADLINE	ARTWORK DEADLINE	PRINT DATE
Winter 2012	Physicians & Hospitals	11/30/11	12/12/11	January 2012
Spring 2012	Patient, Heal Thyself	2/28/12	3/12/12	April 2012
Summer 2012	Muscles & Bones	5/31/12	6/11/12	July 2012
Fall 2012	Pain	8/31/12	9/10/12	October 2012

The ad rates and inch dimensions for 2012 are listed below. Dimensions for covers and full-page ads include 1/8 inch bleed on all sides. Final trim size is 8 1/2 x 11.

COLOR OR BLACK & WHITE			RATE PER ISSUE		
Size	Shape	Width/Height	1 issue	2 issues	4 issues
Back cover	vertical	8 3/4 x 11 1/4	\$2,095	\$1,985	\$1,875
Inside front cover	vertical	8 3/4 x 11 1/4	\$1,645	\$1,570	\$1,475
Inside back cover	vertical	8 3/4 x 11 1/4	\$1,395	\$1,335	\$1,265
Full page	vertical	8 3/4 x 11 1/4	\$1,220	\$1,165	\$1,105
2/3 page	vertical	4 7/8 x 10	\$1,040	\$990	\$945
1/2 page	vertical	4 7/8 x 7 1/2	\$810	\$775	\$740
1/2 page	horizontal	7 3/8 x 4 7/8	\$810	\$775	\$740
1/3 page	vertical	2 5/16 x 10	\$610	\$585	\$555
1/3 page	square	4 7/8 x 4 7/8	\$610	\$585	\$555
1/6 page	vertical	2 5/16 x 4 7/8	\$405	\$390	\$375
1/6 page	horizontal	4 7/8 x 2 7/16	\$405	\$390	\$375

SCMA members who place display ads in *Sonoma Medicine* receive a 15% discount. To qualify for the discount, the ad must be placed by an individual SCMA member or by a physician group with 100% membership in SCMA. Ads from physician groups with less than 100% membership in SCMA are ineligible for the membership discount. Ads placed through ad agencies are also ineligible for the membership discount. *[Continues on page 2.]*

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Submitting ads and contracts. Ads and contracts should be submitted to Erika Goodwin at the address below. E-mail is the preferred method for submitting ads.

Erika Goodwin
Sonoma County Medical Association
2901 Cleveland Ave. #202
Santa Rosa, CA 95403
707-548-6491 Fax 707-525-4328
erika@scma.org

Special placement. 15% additional charge.

Technical requirements. PDF is the preferred format for all ads. Other formats, and images embedded in original files, must be at least 300 dpi resolution. Also note:

- Ads must be in final print size. Full page ads with bleeds allow 1/8 inch all sides and provide trim marks to 8.5 x 11.
- Fonts must be embedded in file or outlined.
- Colors must be CMYK.
- Before creating PDF, check ads for press readiness by using pre-flight software.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.

Production services. Ads requiring typesetting or other production work are subject to additional charges.

Classified ads. SCMA members may place free classified ads in *Sonoma Medicine*. Classified rate for nonmember physicians and the general public is \$1 per word. Deadlines are the same as the artwork deadlines listed above.

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

Payment. Payment in full is required with submittal of contract. SCMA reserves the right to reject advertising submitted without payment.

Questions? Contact Erika Goodwin at erika@scma.org or 707-548-6491.