

# ADVERTISING RATE CARD 2006

# Pierce County Medical Society

## PCMS Bulletin

The Bulletin is a monthly publication of the Pierce County Medical Society that features news and information of interest and concern to the local medical community. Feature articles, events, upcoming CME programs, legislative, legal, regulatory and practice management information is just a sampling of the type of information included in each month's issue.

Circulation includes PCMS members (physicians and physician assistants), hospitals, clinics and numerous allied health agencies and businesses throughout Pierce County. Editions average 20 pages.

Space is available for display, insert and classified advertising.

Display: Rates, as listed below, are per size of ad for one or more issues per year:

Size:	1X	4X	8X	12X
full page	\$590	\$570	\$550	\$530
2/3 page	470	450	430	410
1/2 page	330	320	305	290
1/3 page	220	215	205	195
1/6 page	120	115	110	105
1 x 2 Display: \$55      2 x 2 Display: \$100 Back Cover: Additional 30% of rate				

Size options for Bulletin ads: (The first number is the Width and the second is the Height)

full page 7.5" x 9"	1/2 page 7.5" x 4.5"	1/6 page vertical 2.25" x 4.5"	1/3 page horizontal 7.5" x 3"
2/3 page vertical 4.5" x 9"	1/6 page horizontal 4.5" x 3"	1/3 page vertical 2.25" x 9"	2 x 2 display 4.5" x 2"
2/3 page horizontal 7.5" x 6"	1/3 page 4.5" x 4.5"	1 x 2 display 2.25" x 2"	

Insert: The cost of an insert is \$250 for one 8.5" x 11" page - no folds. Copies must be supplied (1,175 single or double sided) no later than five working days prior to the last day of the month. Inserts must be marked with a centered "PAID ADVERTISEMENT" logo on the top and bottom of both front and back sides (if double sided) in a minimum 12 pt font.

**IMPORTANT: ALL INSERTS MUST BE SUBMITTED FOR APPROVAL PRIOR TO SUPPLYING THE 1,175 COPIES**

Classified: The classified section features positions available, practices available, office space, equipment categories as well as other general listings. The classified rate is 90 cents per word.

### MECHANICALS FOR DISPLAY ADS

Print in black and white. Send electronic files to [tanya@pcmswa.org](mailto:tanya@pcmswa.org). In negative form, provide 133 line screen, emulsion side down. In stat form, provide 85-100 line screen.

### CAMERA READY COPY

Camera ready copy means all artwork and type is in place, the ad is the correct size and is ready for printing.

### DEADLINE

Space reservations and camera ready copy are due on or before the 15th of each month prior to the next month's publication.

### BILLING AND PAYMENTS

All advertising will be invoiced with terms of 2/10 net 30. Interest charges of 1.5% per month will be added after 30 days. We do not grant agency discounts.

### LIABILITY

The publisher reserves the right to refuse any advertising. Advertisers and agencies assume all liability for content of advertisements and assume full responsibility for any claims against PCMS. Publisher bears no financial responsibilities for errors or delays in publication resulting from postal, printing, or other acts beyond the publisher's control.

## Annual Physicians Directory

The Pierce County Medical Society Physician Directory is published each year. It features listings for active and retired members, hospitals, medical laboratories, pharmacies, pharmacy representatives, nurse practitioners, nutritionists, physical and occupational therapists, podiatrists, psychologists, audiologists, speech pathologists, health agencies and nursing homes.

Over 4,500 copies are distributed each year to physicians, hospitals and other allied health agencies/businesses. The Directory is used as a desk telephone referral book by physicians and health care facilities throughout the Pacific Northwest. The book also features a listing of physicians by specialty as well as local government representatives.

Rates for Camera Ready Copy:

Size:	Dimensions:	Cost:
full page	3.5" X 6.25"	\$450
1/2 page	3.5" X 3"	325
1/3 page	3.5" X 2"	230
Add 15% for special placement		

For more information about advertising and Pierce County Medical Society publications, please contact us:

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Phone: 253-572-3666  
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