

TRAVIS COUNTY MEDICAL SOCIETY AD RATES

(Package discounts available. Talk to Jenny at 206-1220)

1. JOURNAL (bi-monthly):

Color Rates (All rates are per issue)	1x	6x
Full page	\$850	\$800
Two-thirds page	\$775	\$725
Half page	\$700	\$675
Third page	\$625	\$600
Sixth page	\$500	\$475

Black/White (All rates are per issue)	1x	6x
Full page	\$550	\$500
Two-thirds page	\$450	\$400
Half page	\$350	\$325
Third page	\$275	\$250
Sixth page	\$150	\$125

Special Positions (All rates are per issue)	1x	6x
<i>(Mandatory full page / color)</i>		
Inside front cover	\$1,225	\$1,125
Across from inside front	\$1,225	\$1,125
Across from inside back cover	\$1,225	\$1,125
Inside back cover	\$1,225	\$1,125
Back cover	\$1,225	\$1,125

JOURNAL Requirements:

Ads preferred in digital EPS format.
Magazine trim size: 8 1/2" x 11"

	Horizontal	Vertical
Full page:	7.625"	10"
2/3 page:	5"	10"
1/2 page:	7.625"	5"
1/3 page:	5"	5"
1/6 page:	5"	2.375"

Issue Date	Art Due
January/February	December 10
March/April	February 10
May/June	April 10
July/August	June 10
September/October	August 10
November/December	October 10

2. NEWSLETTER (monthly):

\$225 per month for a 2" (vertical) x 3" (horizontal) advertisement. Ads preferred in digital EPS format and must be received by the 20th of the month preceding publication.

3. DIRECTORY (annual, pictorial):

Back/White Run of the Book	
Full page	\$700
Half page	\$500

Back/White Special Positions (full page only)	
Tab divider	\$825
Inside front cover	\$825
Inside back cover	\$825
Back cover	\$825

DIRECTORY Requirements:

Ads preferred in digital EPS format.

	Horizontal	Vertical
Full page	7"	10"
Half page	7"	4.75"
1/4page	3.25"	4.75"

The directory is distributed to over 3,000 physicians, office managers, healthcare workers, and business professionals.

4. DIRECTORY (annual, pocket size):

\$900 for a 6" (vertical) x 3" (horizontal) ad. Ad must read vertically. Bleeds are ok. A coil will run along the top .5" of ad.

Package discounts available.

Questions? Contact Jenny Winkler:

Phone: 206-1220
Fax: 450-1326

Address: 4300 N Lamar, Austin, TX 78756
jwinkler@tcms.com