

# TRAVIS COUNTY MEDICAL SOCIETY AD RATES

Package discounts available. Talk to Ron Mize at 206-1245.

## 1. JOURNAL (bi-monthly):

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

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

<b>Special Positions</b> <i>(All rates are per issue)</i>		
<i>(Mandatory full page / color)</i>	<b>1x</b>	<b>6x</b>
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"

	<b>Horizontal</b>	<b>Vertical</b>
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"

<b>Business Card Ad:</b>	<b>\$75/issue B&amp;W</b>
3.5"	<b>\$100/issue Color</b>
	2"

<b>Issue Date</b>	<b>Art Due</b>
January/February	December 15
March/April	February 15
May/June	April 15
July/August	June 15
September/October	August 15
November/December	October 15

## 2. NEWSLETTER (monthly):

\$150 per month for a 2" (vertical) x 3" (horizontal) advertisement. Ads preferred in digital EPS, JPG, or TIFF format and must be received by the 15th of the month preceding publication.

## 3. DIRECTORY (annual, pictorial):

<b>Color Run of the Book</b>	
Full page	\$900
Half page	\$700

<b>Color Special Positions</b>	
Tab Divider	\$1025
Inside front cover	\$1025
Inside back cover	\$1025
Back cover	\$1025

<b>Black/White Run of the Book</b>	
Full page	\$700
Half page	\$500

<b>Black/White Special Positions</b> (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.

	<b>Horizontal</b>	<b>Vertical</b>
Full page	6.75"	10"
Half page	6.75"	4.75"

The directory is distributed to over 3,000 physicians, office managers, health care 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.

**Ad layout available for a minimal fee.**

**Contact:** Ron Mize      Phone: 206-1245      Address: 4300 N Lamar, Austin, TX 78756  
 Fax: 450-1326      rmize@tcms.com

All advertising is subject to review and acceptance by the Communications Committee of the Travis County Medical Society.