

TRAVIS COUNTY MEDICAL SOCIETY AD RATES

Package discounts available. Talk to Ron Mize at (512) 206-1245.

1. JOURNAL (bi-monthly):

| | | |
|---|-----------|-----------|
| Color Rates <i>(All rates are per issue)</i> | 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 <i>(All rates are per issue)</i> | 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 <i>(All rates are per issue)</i> | 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 hi-resolution PDF 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" |

| | |
|--------------------------|---------------------------|
| Business Card Ad: | \$75/issue B&W |
| Physician Only | \$100/issue Color |
| Size: | 3.25" 2" |

| Issue Date | Art Due |
|-------------------|----------------|
| 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. TCMS e-NEWSLETTER Electronic newsletter. 2x3 horizontal format at 72dpi jpeg. B&W \$150/issue

3. DIRECTORY (annual, pictorial):

| | |
|------------------------------|-----------------|
| Color Run of the Book | |
| Full page \$900 | Half page \$700 |

| | |
|--------------------------------|---------------------------|
| Color Special Positions | |
| Tab Divider \$1025 | Inside front cover \$1025 |
| Inside back cover \$1025 | Back cover \$1025 |

| | |
|------------------------------------|-----------------|
| Black/White Run of the Book | |
| Full page \$700 | Half page \$500 |

| | |
|---|--------------------------|
| Black/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 | 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. Roster (annual, 5X7 vertical format):

\$900 for a 7" (vertical) x 5" (horizontal) ad. Ad must read vertically. Bleeds are ok. A coil will run along the side .5" of ad.

Ad layout available for a minimal fee.

Contact: Ron Mize

Phone: (512) 206-1245

Fax: (512) 450-1326

Address: 4300 N Lamar, Austin, TX 78756

rmize@tcms.com

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