



2018 AD RATES

Chantel Pearson
 cpearson@tcms.com
 Cell: 806-640-4553
 Fax: 512-450-1326

JOURNAL (6 times/year):

Ads preferred in digital hi-resolution PDF format.
 Magazine trim size is 8.5" X 11" (no bleeds).

Cost per issue

	1 issue	6 issues
Full page	\$1,075	\$1,000
Two-thirds page	950	900
Half page	900	850
Third page	800	750

Special Positions

1x - \$1,550 6x - \$1,450

- Inside front cover
- Across from Inside front
- Across from Table of Contents
- Page 7 across from President's Page
- Across from Inside back cover
- Inside back cover
- Back cover

Journal Ad Specifications: Hi-resolution PDF.

	Height	Width
Full page	10"	7.725"
Two-thirds page	10"	5"
Half page	5"	7.625"
Third page	5"	5"

Journal Artwork Due Dates:

Issue Date	Art Due
January/February	Dec 15
March/April	Feb 15
May/June	April 15
July/August	June 15
September/October	Aug 15
November/December	Oct 15

Ad layout available for a minimal fee.

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

TCMS e-NEWSLETTER: Monthly electronic newsletter

Rate: \$200 / issue
Specs: 2" x 3" horizontal
Format: jpeg 72 dpi.
Due: 15th of month prior to publication.
Additional: \$50 charge for priority positioning

Also appears on TCMS website.

Classified Ads

\$25.00 minimum charge.
 \$.50 a word for TCMS members.
 \$.75 a word for others.

Journal Business Card Ad 2" x 3" horizontal (appears on Classified Ad page)

Black and White \$200.00 / issue
 Color \$250.00 / issue