

Travis County Medical Society Journal

2019 Rate Sheet

82%

of
Travis County physicians
receive the
TCMS Journal

The *TCMS Journal* is a bi-monthly magazine mailed to TCMS members, as well as published online. The *Journal* is a vital source of information important to the membership and the medical community throughout Central Texas.

Its content consists of topics ranging from current legislative news, practice management help, TCMS events to features on TCMS members.

The *TCMS Journal* is an effective communication tool for businesses large and small, national or local, in offering goods or services to the physicians member.

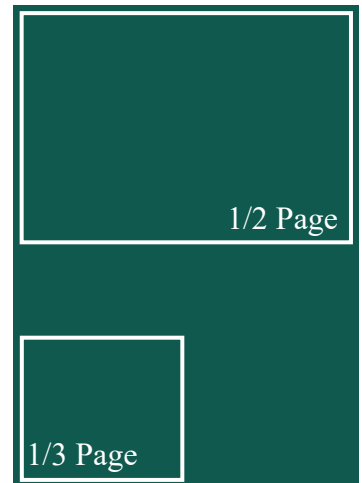
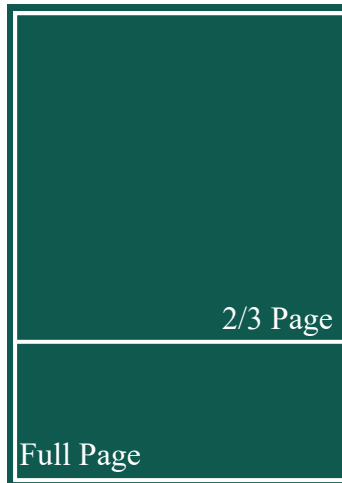
Monthly Journal Advertising Rates

Ad Size	1 issue	6 issues
Full Page	\$1,075	\$1,000
2/3 Page	\$950	\$900
1/2 Page	\$900	\$850
1/3 Page	\$800	\$750

Specialty Positions

Ad Size	1 issue	6 issues
Full Page	\$1,550	\$1,450

- *Inside front cover*
- *Across from Inside front cover*
- *Across from Table of Contents*
- *Back cover*
- *Across from Inside back cover*
- *Inside back cover*



Journal Ad Specifications

*Hi-resolution PDF.
Magazine trim size is 8.5" X 11"
(no bleeds)*

Full Page	10" x 7.725"
2/3 Page	10" x 5"
1/2 Page	5" x 7.625"
1/3 Page	5" x 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.

TCMS eNews

Monthly electronic newsletter emailed to over 4,000 physicians.

Rate:	\$200 / issue
Specs:	2" x 3" horizontal
Format:	jpeg 72 dpi.
Due:	15th of month <u>prior</u> to publication.

Also appears on TCMS website.

Classified Ads

\$25.00 minimum charge.

\$0.50 a word for TCMS members.

\$0.75 a word for others.

Chantel Pearson | Marketing Coordinator

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