

# The Medical Society of the County of Orange, NY Newsletter Ad Rates and Mechanical Requirements

All advertising must be paid in advance. The Medical Society of the County of Orange, NY reserves the right to reject any advertisement.

Ad Size	Measurements	Rate
Full Page .....	7 <sup>3</sup> / <sub>8</sub> " x 10" .....	\$400
Half Page .....	7 <sup>1</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " .....	\$275
Quarter Page .....	3 <sup>9</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> " .....	\$150
1/8th Page .....	3 <sup>9</sup> / <sub>16</sub> " x 2 <sup>5</sup> / <sub>16</sub> " .....	\$100

All electronically submitted ads should be in **PDF** or **JPEG** format. When sending PDF files, **be sure to embed all document fonts**. If you have questions, please contact IMC at (845) 744-2505.

## Classified Advertising

\$50 for the first 25 words. \$1 per word thereafter.

## Pre-printed Inserts

\$350 for 600 single sheet inserts.

## Discounts

Physician Member Discount .....25%

## Multi Insertion Discounts (pre-paid)

2 Issues .....5%

3 Issues .....10%

4 Issues .....15%

## Publication Dates

## Ad Copy Deadline (Camera Ready)

December 17, 2003 .....December 3, 2003

March 19, 2004 .....March 3, 2004

June 18, 2004 .....June 2, 2004

September 17, 2004 .....September 1, 2004

**All checks to be made payable to: The Medical Society of the County of Orange, NY.**