

2018 Membership Directory

The official publication of the Monroe County Medical Society

The Publication

The 2018 Membership Directory is a 6" x 9," spiral-bound, full-color publication. All space reservations require a completed Insertion Order received on or before the sales close date. Invoices are issued upon receipt of signed advertising contract.

Deadlines

Existing premium position holders must have their contract in by

November 1, 2017

All other space reservations are due

November 6, 2017.

Final art and payment deadline is

November 20, 2017.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.

Publication Specs

Trim Size: 6" x 9"
Binding: spiral bound
Circulation: 1,900
Published: January 2018

Ad Specs

Full Page: 5" w x 8" h
Half Page: 5" w x 3.9375" h
1/4 Page: 5" w x 1.875" h
Resource Directory: 2.4" w x 3.4" h

Trim and Bleed

Image area: 5" x 8"
Trim size: 6" x 9"
Bleeds: 6.25" x 9.25"

Design Services

Advertising rates are quoted based on ads being provided electronically according to specifications. Design services are available.

SENDING YOUR FILE:

E-mail ads to cburke@mcms.org

Or save ads to CD and mail to:

Monroe County Medical Society

132 Allens Creek Road • Rochester, NY 14618

Tel. (585) 473-7573 • FAX (585) 473-7641



MCMS Physician Network

Published in The Bulletin

Stay Connected With Your Colleagues!

Stay connected with your and the community through the **Monroe County Medical Society Physician Network**. Designed with physician members in mind for the purpose of referrals, listings will be featured:

- in 4 issues of the MCMS physician journal, *The Bulletin*
- on the MCMS website – accessible by all MCMS members and the community

Advertisements are accepted from MCMS physician members only.

Contact:

Carol Burke
Managing Editor
The Bulletin
Monroe County Medical Society
132 Allens Creek Road
Rochester, NY 14618
cburke@mcms.org
585/473-7573
Fax: 585/473-7641
E-mail: cburke@mcms.org

\$380
Standard Block Listing

A **standard block listing** is \$380 for 4 issues of The Bulletin.
Dimensions: 3.5"w x 1.375"h

\$650
Double Block Listing

A **double-block listing** is \$650 for 4 issues of The Bulletin.
Dimensions: 3.5"w x 2.75"h





Physician Network

Advertising Contract / Insertion Order

Date: _____

Please select one:

- Standard Block (\$380) Amount Due \$ _____
- Double Block (\$650)

Advertiser or Agency: _____ Contact: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Check one:

- Please e-mail an invoice.
- Payment of \$ _____ is enclosed. (Check payable to "MCMS")
- Please bill my credit card (check one) for the amount of \$ _____

CREDIT CARD # _____ EXP. DATE _____ 3-Digit Verification Code: _____

CARDHOLDER NAME (Please PRINT) _____

ADDRESS ASSOCIATED WITH CARD _____

- Please e-mail a receipt.

Terms: Invoices for advertising space will be issued upon submission of completed advertising contract. Invoices are due and payable within thirty (30) days after receipt. Payment must be received prior to ad running. Placement of ads, except for covers, is at the discretion of the editor.

Cancellation: Cancellation of a multiple issue contract must be in writing and received prior to the space reservation date. Cancellations received after this date will not be processed until the next issue, and advertiser will be billed for all unpaid issues run plus a 10% cancellation fee. If advertiser does not remit payment as required, it concedes the Society's right to omit the advertisement and to charge at scheduled rates for the time it has run. All advertising subject to review and acceptance by the Editorial Committee of MCMS.

Proof of publication will be mailed to advertiser unless other direction is given. Signature below authorizes this contract, thereby agreeing to terms and conditions.

Signature: _____ Date: _____

*Please fill in your listing here >>>
Or send a Word or pdf file. We will format
the ad and send you a proof for review.*

EXAMPLE

OPHTHALMOLOGY

THE EYE CENTER
Mark E. SMith, MD
Steven Johnson, MD

From Route Eye Exams to Complex Conditions of the Eye

1800 S. Clinton Ave., Suite 100 Rochester, NY 14618 (585) 555-5555	114 Main St. Pittsford, NY 14534 (585) 2222-2222
--	--

www.eyecenter.com

MAIL, FAX OR EMAIL COMPLETED, SIGNED CONTRACT:

Monroe County Medical Society
 132 Allens Creek Rd.,
 Rochester, NY 14618
 cburke@mcms.org
 Fax (585)473-7641