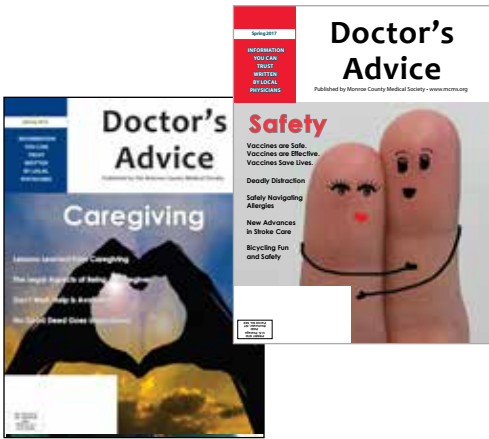




Doctor's Advice -2017

Information You Can Trust From Local Physicians



Doctor's Advice magazine seeks to empower the public to participate as partners in their own healthcare. It offers readers reliable, up-to-date, evidence-based information — all written by respected and trusted local physicians. *Doctor's Advice* also spotlights the quality of care and health services available in the Rochester area. *Doctor's Advice* is an official publication of the Monroe County Medical Society and the Seventh District Branch of the State Medical Society.

Circulation: 1,500

Audience: Doctor's offices
General Public
Wegmans' Pharmacies

Advertisements also appear in digital edition. Previous issues may be viewed at www.mcms.org.

Frequency: Published 2 times/year

Contact:
Carol Burke
Managing Editor - Doctor's Advice
Monroe County Medical Society
132 Allens Creek Road
Rochester, NY 14618
cburke@mcms.org
585/473-7573

AD RATES

| Covers | Frequency | | Dimensions |
|-----------------------------|-----------|-------|-------------|
| | 1-3x | 4x | |
| Back Cover, 4-Color | \$1150 | \$950 | 7.25" x 10" |
| Inside Front Cover, 4-Color | \$1150 | \$950 | 7.25" x 10" |
| Inside Back Cover, 4-Color | \$1150 | \$950 | 7.25" x 10" |

| 4-Color | Frequency | | Dimensions |
|-----------------------|-----------|-------|---------------|
| | 1-3x | 4x | |
| Full Page, 4-Color | \$960 | \$900 | 7.25" x 10" |
| Half Page, 4-Color | \$650 | \$600 | 7.25" x 4.85" |
| Quarter Page, 4-Color | \$420 | \$350 | 3.5" x 4.875" |

| Black & White | Frequency | | Dimensions |
|-------------------|-----------|-------|---------------|
| | 1-3x | 4x | |
| Full Page, B/W | \$780 | \$650 | 7.25" x 10" |
| Half Page, B/W | \$575 | \$480 | 7.25" x 4.85" |
| Quarter Page, B/W | \$210 | \$180 | 3.5" x 4.875" |
| 1/8 Page, B/W | \$180 | \$150 | 3.5" x 2" |

Full page bleed ads are 8.75" x 11.25" and trim to 8.5" x 11."

CLOSING DATES

| Issue | Deadline |
|-------------|-----------------|
| Spring 2017 | March 15, 2017 |
| Fall 2017 | August 21, 2017 |

In addition to the print version, each issue is also available electronically – with advertisements – on our website at mcms.org/publications. Each issue is also publicized on social media, allowing us to give additional exposure to advertisers and authors.



ADVERTISING CONTRACT Doctor's Advice -2017

Published by Monroe County Medical Society

INSERTION ORDER

INSERTION DATES: ___ Spring 2017 ___ Fall 2017

AD SIZE: ___ Full Page ___ 1/2 page ___ 1/4 page ___ 1/8 page

PRINT: ___ COLOR ___ B/W

PREFERRED PLACEMENT (optional): ___ Inside Front Cover ___ Inside Back Cover ___ Back Cover

COST PER INSERTION: \$ _____ TOTAL COST OF CONTRACT: \$ _____

Date: _____

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 for the amount of \$ _____

CREDIT CARD # _____ EXP. DATE _____ Security 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 the Monroe County Medical Society.

Proof of publication will be mailed to advertiser unless other direction is given.

Signature below authorizes this contract, thereby agreeing to terms and conditions.

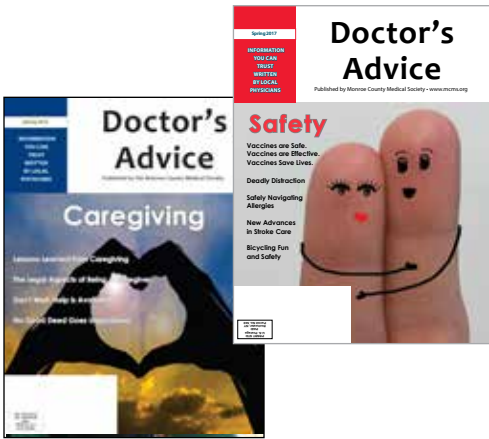
Signature: _____ Date: _____

MAIL, FAX (585-473-7641), OR EMAIL (CBURKE@MCMS.ORG) COMPLETED, SIGNED CONTRACT TO:
Monroe County Medical Society, 132 Allens Creek Rd., Rochester, NY 14618



Doctor's Advice -2018

Information You Can Trust From Local Physicians



Doctor's Advice magazine seeks to empower the public to participate as partners in their own healthcare. It offers readers reliable, up-to-date, evidence-based information — all written by respected and trusted local physicians. *Doctor's Advice* also spotlights the quality of care and health services available in the Rochester area. *Doctor's Advice* is an official publication of the Monroe County Medical Society and the Seventh District Branch of the State Medical Society.

Circulation: 1,500

Audience: Doctor's offices
General Public
Wegmans' Pharmacies

Advertisements also appear in digital edition. Previous issues may be viewed at www.mcms.org.

Frequency: Published 2 times/year

Contact:
Carol Burke
Managing Editor - Doctor's Advice
Monroe County Medical Society
132 Allens Creek Road
Rochester, NY 14618
cburke@mcms.org
585/473-7573

AD RATES

| Covers | Frequency | | Dimensions |
|-----------------------------|-----------|-------|-------------|
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| Inside Front Cover, 4-Color | \$1150 | \$950 | 7.25" x 10" |
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| 4-Color | Frequency | | Dimensions |
|-----------------------|-----------|-------|---------------|
| | 1-3x | 4x | |
| Full Page, 4-Color | \$960 | \$900 | 7.25" x 10" |
| Half Page, 4-Color | \$650 | \$600 | 7.25" x 4.85" |
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| Black & White | Frequency | | Dimensions |
|-------------------|-----------|-------|---------------|
| | 1-3x | 4x | |
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CLOSING DATES

| Issue | Deadline |
|-------------|-------------------|
| Spring 2018 | February 20, 2018 |
| Fall 2018 | September 1, 2018 |

In addition to the print version, each issue is also available electronically – with advertisements – on our website at mcms.org for subscribers. Each issue is also publicized on social media, allowing us to give additional exposure to advertisers and authors.



ADVERTISING CONTRACT Doctor's Advice -2018

Published by Monroe County Medical Society

INSERTION ORDER

INSERTION DATES: ___ Spring 2018 ___ Fall 2018

AD SIZE: ___ Full Page ___ 1/2 page ___ 1/4 page ___ 1/8 page

PRINT: ___ COLOR ___ B/W

PREFERRED PLACEMENT (optional): ___ Inside Front Cover ___ Inside Back Cover ___ Back Cover

COST PER INSERTION: \$ _____ TOTAL COST OF CONTRACT: \$ _____

Date: _____

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 for the amount of \$ _____

CREDIT CARD # _____ EXP. DATE _____ Security Code: _____

CARDHOLDER NAME (Please PRINT) _____

ADDRESS ASSOCIATED WITH CARD _____

- Please e-mail a receipt.

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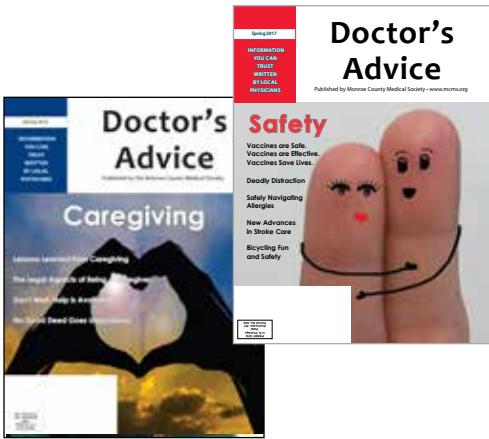
Signature: _____ Date: _____

MAIL, FAX (585-473-7641), OR EMAIL (CBURKE@MCMS.ORG) COMPLETED, SIGNED CONTRACT TO:
Monroe County Medical Society, 132 Allens Creek Rd., Rochester, NY 14618



Doctor's Advice -2019

Information You Can Trust From Local Physicians



Doctor's Advice magazine seeks to empower the public to participate as partners in their own healthcare. It offers readers reliable, up-to-date, evidence-based information — all written by respected and trusted local physicians. *Doctor's Advice* also spotlights the quality of care and health services available in the Rochester area. *Doctor's Advice* is an official publication of the Monroe County Medical Society and the Seventh District Branch of the State Medical Society.

Circulation: 1,500

Audience: Doctor's offices
General Public
Wegmans' Pharmacies

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Carol Burke
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Monroe County Medical Society
132 Allens Creek Road
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cburke@mcms.org
585/473-7573

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| 4-Color | Frequency | | Dimensions |
|-----------------------|-----------|-------|---------------|
| | 1-3x | 4x | |
| Full Page, 4-Color | \$960 | \$900 | 7.25" x 10" |
| Half Page, 4-Color | \$650 | \$600 | 7.25" x 4.85" |
| Quarter Page, 4-Color | \$420 | \$350 | 3.5" x 4.875" |

| Black & White | Frequency | | Dimensions |
|-------------------|-----------|-------|---------------|
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| Full Page, B/W | \$780 | \$650 | 7.25" x 10" |
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CLOSING DATES

| Issue | Deadline |
|-------------|-----------------|
| Spring 2019 | March 15, 2019 |
| Fall 2019 | August 21, 2019 |

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ADVERTISING CONTRACT Doctor's Advice -2019

Published by Monroe County Medical Society

INSERTION ORDER

INSERTION DATES: ___ Spring 2019 ___ Fall 2019

AD SIZE: ___ Full Page ___ 1/2 page ___ 1/4 page ___ 1/8 page

PRINT: ___ COLOR ___ B/W

PREFERRED PLACEMENT (optional): ___ Inside Front Cover ___ Inside Back Cover ___ Back Cover

COST PER INSERTION: \$ _____ TOTAL COST OF CONTRACT: \$ _____

Date: _____

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 for the amount of \$ _____

CREDIT CARD # _____ EXP. DATE _____ Security Code: _____

CARDHOLDER NAME (Please PRINT) _____

ADDRESS ASSOCIATED WITH CARD _____

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