



# The Bulletin - 2017

Journal of the Monroe County Medical Society  
and Seventh District Branch, MSSNY

*The Bulletin* is the official publication of the Monroe County Medical Society.

With 1,200 subscribers, *The Bulletin* reaches the majority of physicians practicing in the Greater Rochester area.

Each issue offers thought-provoking articles on timely topics, as well as scholarly articles, regular columns, photo highlights, member and society news and calendar events.

**Circulation:** 1,200

Print advertisers also appear in digital edition. Previous issues may be viewed at [www.mcms.org](http://www.mcms.org).

**Audience:** Physicians

**Frequency:** Published 4 times/year

**Contact:**

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

## AD RATES & DATES

### Covers

	Number of Insertions		Dimensions
	1-3 issues	4 issues	
Back Cover, 4-Color	\$850	\$760	7.25" x 10"
Inside Front Cover, 4-Color	\$750	\$675	7.25" x 10"
Inside Back Cover, 4-Color	\$750	\$675	7.25" x 10"

### 4-Color

	Number of Insertions		Dimensions
	1-3 issues	4 issues	
Full Page, 4-Color	\$725	\$650	7.25" x 10"
Half Page, 4-Color	\$490	\$440	7.25" x 4.85"
Quarter Page, 4-Color	\$295	\$265	3.5" x 4.875"
1/8 Page, 4-Color	\$195	\$210	3.5" x 2"

### Black & White

	Number of Insertions		Dimensions
	1-3 issues	4 issues	
Full Page, B/W	\$600	\$540	7.25" x 10"
Half Page, B/W	\$350	\$315	7.25" x 4.85"
Quarter Page, B/W	\$210	\$180	3.5" x 4.875"
1/8 Page, B/W	\$130	\$115	3.5" x 2"

Classified ad \$2 per word; add \$40 for color

## 2017 CLOSING DATES

Issue	Topic	Deadline
Feb/March 2017	Medicine & Pharmacy	Jan. 11, 2017
May/June 2017	Public Health	April 9, 2017
Aug/Sept 2017	Economics of Healthcare	Aug. 9, 2017
Nov/Dec 2017	Physician Wellness	Oct. 2, 2017



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



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## Advertising Contract / Insertion Order

### Ad Size: (Please Check)

- Full Page       4/color    b/w
- Half Page       4/color    b/w
- Quarter Page    4/color    b/w
- Eighth Page     4/color    b/w
- Classified Ad     4/color    b/w

- Inside front cover - 4/color only
- Inside back cover - 4/color only
- Inside back cover - 4/color only
- Outside back cover - 4/color only

### Insertion Dates (Please Check)

- February/March 2017
- May/June 2017
- August/September 2017
- November/December 2017

**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 (check one) 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:**

*The Bulletin*  
Monroe County Medical Society  
132 Allens Creek Rd., Rochester, NY 14618



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### Covers

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	1-3 issues	4 issues	
Back Cover, 4-Color	\$890	\$800	7.25" x 10"
Inside Front Cover, 4-Color	\$790	\$710	7.25" x 10"
Inside Back Cover, 4-Color	\$790	\$710	7.25" x 10"

### 4-Color

	Number of Insertions		Dimensions
	1-3 issues	4 issues	
Full Page, 4-Color	\$760	\$680	7.25" x 10"
Half Page, 4-Color	\$515	\$460	7.25" x 4.85"
Quarter Page, 4-Color	\$310	\$280	3.5" x 4.875"
1/8 Page, 4-Color	\$205	\$220	3.5" x 2"

### Black & White

	Number of Insertions		Dimensions
	1-3 issues	4 issues	
Full Page, B/W	\$630	\$565	7.25" x 10"
Half Page, B/W	\$370	\$330	7.25" x 4.85"
Quarter Page, B/W	\$220	\$190	3.5" x 4.875"
1/8 Page, B/W	\$140	\$120	3.5" x 2"

Classified ad \$2 per word; add \$45 for color

## CLOSING DATES

Issue	Topic	Deadline
Feb/March 2018	The Opioid Crisis	Jan. 11, 2018
May/June 2018	New Physicians Issue	April 10, 2018
Aug/Sept 2018	TBD	July 15, 2018
Nov/Dec 2018	TBD	Oct. 2, 2018



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