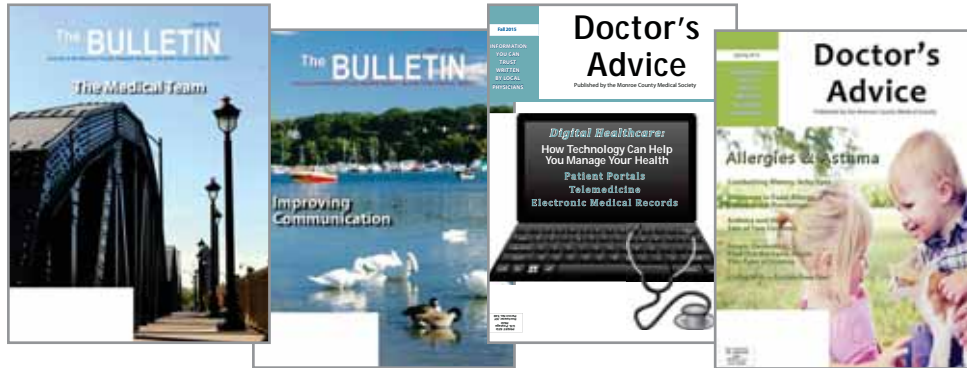




# Advertising Opportunities



## Advertise with the Monroe County Medical Society

The Monroe County Medical Society offers a variety of advertising options that make it easy for marketers to reach Rochester physicians. From single advertisements to full marketing campaigns, these opportunities help you target your audience, engage potential customers and see results.

- **The Bulletin** is an editorial-based, quarterly magazine that is mailed to all active member physicians. This publication is an efficient and effective way to reach the local medical community.
- **Doctor's Advice** is a unique magazine written and published by Rochester doctors. Circulated through physician offices and Wegmans' pharmacies, it reaches a wide audience who are interested in living their healthiest lives.
- **Banner ads** on the Monroe County Medical Society website are an effective way to reach physicians, their office staff and the medical community. The site offers information on upcoming trainings, health alerts, managed care news, legislation affecting medicine, and much more.

For more information on advertising contact:  
Carol Burke, MCMS Communications Manager  
cburke@mcms.org  
(585) 473-7573



# The Bulletin

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

## 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

## CLOSING DATES

Issue	Topic	Deadline
May/June 2017	Public Health Issues	April 17, 2017
Aug/Sept 2017	TBD	Aug. 1, 2017
Nov/Dec 2017	TBD	Oct. 2, 2017
February/March 2018	TBD	Jan. 11, 2018

*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



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.



# The Bulletin

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

## 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

### Insertion Dates (Please Check)

- May/June 2017
- August/September 2017
- November/December 2017
- January/February 2018

**Total Cost of Contract:** \_\_\_\_\_

### Name of Advertiser and/or Agency:

Advertiser: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

Contact: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Fax: \_\_\_\_\_

### 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: \_\_\_\_\_

NAME ON CARD (Please PRINT) \_\_\_\_\_

- 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.

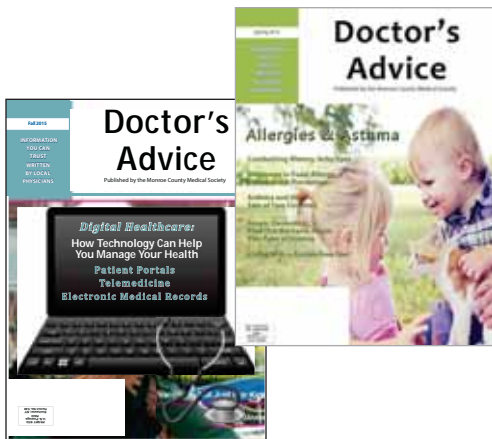
**Proof of publication will be mailed to advertiser unless other direction is given.**

**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 Road., Rochester, NY 14618



# Doctor's Advice

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](http://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](mailto:cburke@mcms.org)

## 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
Fall 2017	August 4, 2017
Spring 2018	February 20, 2018
Fall 2018	September 1, 2018
Spring 2019	February 20, 2019

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.



# ADVERTISING CONTRACT Doctor's Advice

Published by Monroe County Medical Society

**Name of Advertiser and/or Agency:**

Advertiser: \_\_\_\_\_ 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: \_\_\_\_\_

NAME ON CARD (Please PRINT) \_\_\_\_\_

- Please e-mail a receipt.

**Terms:** Invoices for ads will be issued upon submission of signed contract. Invoices are due and payable within thirty (30) days after receipt. Payment must be received prior to ad running. Visa or Master Card credit cards are accepted. Placement of ads, except for prime spaces, is at the discretion of the editor. Cancellation of a multiple issue contract must be received in writing prior to the space reservation date. If advertiser does not remit payment as required, it concedes the Society's right to omit the advertisement and to charge at the scheduled rates for the time it has run. All advertising subject to review and acceptance by 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: \_\_\_\_\_

## INSERTION ORDER

**INSERTION DATES:** \_\_\_ Fall 2017 \_\_\_ Spring 2018 \_\_\_ Fall 2018 \_\_\_ Spring 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:** \_\_\_\_\_

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





# MCMS Website

OFFICIAL SITE OF THE MONROE COUNTY MEDICAL SOCIETY

[www.mcms.org](http://www.mcms.org)

## WEBSITE ADVERTISING - BANNER ADS

Advertising on the MCMS web site is an easy way to be noticed by:

- physicians
- practice management staff
- healthcare consumers

The Monroe County Medical Society web site is a valuable resource to Rochester physicians, their office staff, and the medical community. The robust site, which gets nearly 5,000 page views each month, provides current and accurate information on upcoming events, community health alerts, managed care news, legislation affecting healthcare and more.

## RATES AND REQUIREMENTS

**CURRENT PAGES AVAILABLE:** Practice Resources: *Practice Resources*: Tools, news updates, and other resources to assist physicians and their administrative staff in managing a practice.

Advertising Rates (per month)	1-2 months	3-4 months	6-12 month
Full Banner (600 x 72 pixels)	\$300	\$250	\$200

### Web Site Advertisement Request

I agree to insert a banner ad(s) on the MCMS web site, on the specific page \_\_\_\_\_ for \$ \_\_\_\_\_ per ad, which includes a \_\_\_\_\_ X frequency discount.

___ January	___ May	___ September	Total Cost: \$ _____
___ February	___ June	___ October	
___ March	___ July	___ November	
___ April	___ August	___ December	

#### Name of Advertiser and/or Agency:

Advertiser: \_\_\_\_\_ 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: \_\_\_\_\_

NAME ON CARD (Please PRINT) \_\_\_\_\_

- Please e-mail a receipt.

# The 2018 Directory of Physicians

**The Medical Society** of the County of Monroe publishes a comprehensive pictorial directory of doctors in the Greater Rochester area. The directory contains a complete listing, including photo, medical specialty, address, fax and phone, for 1,200 physicians in a seven county area.

**Every MCMS member** receives a complimentary copy and copies are available to all physicians and healthcare providers for a small fee. The directory is widely recognized as an important resource in the medical community. Many physicians order extras for their practice. Last year, the MCMS distributed nearly 1,900 copies.

**The 2018 directory** lists alphabetically and by zip code all physicians who are members of the Monroe County Medical Society and the Seventh District Branch of the Medical Society of the State of New York. This comprehensive directory also lists local hospitals, medical and health service agencies, professional organizations and state and federal government officials.

**Once again**, the directory is accepting limited advertising. This is a unique opportunity for advertisers to stay at the fingertips of physicians and their office staff all year long.

## Display Ad Rates

Back Cover (Full)	Color	\$5,000
Inside Front (Full)	Color	\$4,000
Inside Back (Full)	Color	\$4,000
Full Page	Color	\$3,500
1/2 Page	Color	\$2,000
1/4 Page	Color	\$1,500
Full Page	B&W	\$3,000
1/2 Page	B&W	\$1,700
1/4	B&W	\$1,275
Resource Listing	Color	\$300



## Health Resource Listing

Free to all full and half page color advertisers. 50% off to 1/4 page color and all B&W advertisers.



**Health Resource Listing**  
**\$300**

Company Name  
 Address  
 Telephone Number  
 Fax Number  
 Contact Person  
 E-mail Address  
 Web Site  
 1/2 Inch High Logo



# 2018 Membership Directory

## The official directory of the Monroe County Medical Society

Existing premium position holders must have their contract in by **November 1, 2016**  
All other space reservations are due **December 12, 2017**.  
Final art and payment deadline is **December 19, 2017**.

### 2018 Advertising Contract

You are authorized to insert the following advertisement in the 2017 Directory of Members, published in January 2017. All advertising subject to review by the editors. **Page placements and preferences are assigned in order of payments received, with premium position holders having the right of first refusal.** Please return this contract to the address or fax below.

Advertiser: \_\_\_\_\_

Size: \_\_\_\_\_ Back Cover (full page, color) \_\_\_\_\_ Inside Front (full page, color) \_\_\_\_\_ Inside Back Cover (full page, color)

\_\_\_\_\_ Full Page, Color \_\_\_\_\_ Half Page, Color \_\_\_\_\_ 1/4 Page, Color

\_\_\_\_\_ Full Page, BxW \_\_\_\_\_ Half Page, BxW \_\_\_\_\_ 1/4 Page, BxW \_\_\_\_\_ Resource Listing\*

\*Resource Listing is **free** to all full and half page color advertisers. 50% off to 1/4 page color and all B&W advertisers.

Rate: \$ \_\_\_\_\_ Insertion Instructions: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Check one:

Please e-mail an invoice.

Payment of \$ \_\_\_\_\_ is enclosed. (Check payable to "MCMS")

Please bill my credit card (check one) in the amount of \$ \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

3-Digit Verification Code: \_\_\_\_\_

NAME ON CARD (Please PRINT) \_\_\_\_\_

Please e-mail a receipt.

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: \_\_\_\_\_

For more information contact:

**Carol Burke**

**Monroe County Medical Society**

**(585) 473-7573**

**cburke@mcms.org**

**Monroe County Medical Society**

**132 Allens Creek Road • Rochester, NY 14618**

**TEL. (585) 473-7573 • FAX (585) 473-7641**

**www.mcms.org • cburke@mcms.org**

#### Terms:

Payment due upon receipt of invoice.

Make checks payable to MONROE COUNTY MEDICAL SOCIETY



# 2018 Membership Directory

*The official publication of the Monroe County Medical Society*

## The Publication

The 2017 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 Insertion Order.

## Deadlines

Existing premium position holders must have their contract in by

**November 1, 2017**

All other space reservations are due

**December 12, 2017.**

Final art and payment deadline is

**December 19, 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](mailto: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

