

# Missouri Medicine

Journal of the Missouri State Medical Association

Missouri State Medical Association • P.O. Box 1028 • 113 Madison Street  
 Jefferson City, Missouri 65102 • Tel 573-636-5151 • Fax 573-636-8552  
 Email Lizabeth Fleenor • lfleenor@msma.org

## ADVERTISING RATES & SPACE CONTRACT

Client \_\_\_\_\_  
 Agency \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_  
 Contact \_\_\_\_\_ Email \_\_\_\_\_

### Issuance and Closing Dates

Missouri Medicine is issued during the first two weeks of the first month in the bimonthly schedule, six times per year.

### Discounts

If pre-payment is made in full prior to closing date for the length of the contract, there is a payment discount of 5% on the subtotal amount.

### Placement Policy

With the exception of paid special positions, display advertising is distributed throughout the magazine at the discretion of Publisher. Special requests will be considered as a courtesy, but are not guaranteed. Guaranteed placement, and/or placement on inside front cover, inside back cover or back cover, if available, add 30% - available only on full page four-color advertisements.

### Cancellations

All cancellations must be in writing and are not accepted after the closing date of the issue which the advertisement was to appear. No verbal cancellations are accepted. Ads cancelled after the closing date will be billed at the appropriate rate.

### Acceptance

All advertising is subject to acceptance by the Editorial Board. The Board reserves the right to reject any advertising. Publication of an advertisement is not to be considered an endorsement or approval by the Missouri State Medical Association of the product or service advertised.

### Production Requirements

Advertisements/artwork must be digital, acceptable in a high resolution, press optimized .pdf with fonts and graphics embedded, submitted electronically.

### Color Process

Four-color: Standard Pantone PMS process.

### Printing Method

Web offset. Binding method is saddle stitch.

### Inserts

Coordinated by Advertiser and Publisher. Insert Charge is \$2,000. Sample must be approved prior to printing. Untrimmed size: 8" x 10".

### Invoicing

Tear sheets accompany invoicing after issue is published. Terms: 30 days.

### Mailing Instructions

For contracts, artwork, proofs:  
 Lizabeth R. S. Fleenor, Managing Editor  
 P.O. Box 1028, Jefferson City, MO 65102  
 Tel: 573-636-5151 Fax: 573-636-8552  
 Email: lfleenor@msma.org

### BLACK-WHITE/FOUR-COLOR DISPLAY ADVERTISING RATES & CLOSING DATES

Effective January 1, 2017

Indicate (✓) Frequency and Size. Circle Color Preference.

Frequency	Full Page ( ) BW / 4-C	2/3 Page ( ) BW / 4-C	1/2 Page ( ) BW / 4-C	1/3 Page ( ) BW / 4-C	1/4 Page ( ) BW / 4-C
( ) 1x	600 / 1500	550 / 1450	500 / 1400	450 / 1350	425 / 1325
( ) 3x	550 / 1300	500 / 1250	450 / 1200	400 / 1150	375 / 1125
( ) 6x	500 / 1100	450 / 1050	400 / 1000	350 / 950	325 / 925

### Mechanical Width/Height - Inches

Full	6.75	x	9.25	(Bleed 8.375 x 11.125)
2/3 Vertical	4.50	x	9.25	
1/3 Vertical	2.25	x	9.25	
1/2 Vertical	3.375	x	9.25	
1/4 Vertical	3.375	x	4.625	
1/2 Horizontal	6.75	x	4.625	

### Classified Advertisements (✓)

( ) Rates: \$150 for the first 25 words and \$3.00 per additional word. MSMA members receive a 15% discount. Email verbiage to Managing Editor. See contact information, right.

Issue	Closing Date	Indicate Start/Stop Dates
Jan/Feb	December 1	Subject to schedule and deadline.
Mar/Apr	February 1	
May/June	April 1	Start Date _____
July/Aug	June 1	
Sept/Oct	August 1	Stop Date _____
Nov/Dec	October 1	

### STANDARD PAGE RATE CHARGES & EARNED DISCOUNTS

Page Rate	\$ _____
Classified Subtotal	\$ _____
Placement (Add 30%)	\$ _____
Final Subtotal	\$ _____
Pre-Payment (5%) Discount	\$ _____
Contract Total	\$ _____

### Send Invoice to

Client  Agency

Please keep a copy of this contract for your records.

### TERMS

The undersigned hereby requests the publisher to reserve space in Missouri Medicine at the size, frequency and rate indicated on this contract. By signing this contract, the undersigned parties signify their understanding of and good faith commitment to the terms and conditions of this contract. Advertisements are published for the benefit of advertiser and agency, and each is jointly and severally liable for all charges. All advertising is subject to acceptance by the Editor and/or Managing Editor. Acceptance of advertising is not an endorsement by MSMA of product or service. Advertising material is due at MSMA office before noon on closing date. If advertiser/agency does not supply acceptable artwork by deadline date, publisher will bill for contracted insertion cost. The publisher's policy is not to give cash refunds, but may reprint an advertisement if the publisher determines a situation warrants. Invoices due upon receipt. Fee charged on overdue accounts. Advertiser and/or agency will indemnify and save publisher harmless from and against any loss or expense arising out of publication of advertisements, including without limitation, reasonable attorney fees resulting from claims or suits based on the content or subject matter of such advertisements, including without limitation claims or suits for libel, violation of privacy, plagiarism, and copyright infringement. Delivery is by U.S. Postal Service and delivery is not guaranteed. This agreement shall be interpreted according to the laws of the State of Missouri. Missouri Medicine [ISSN 0026-6620] is owned and edited by the Missouri State Medical Association.

Missouri Medicine Managing Editor \_\_\_\_\_ Date \_\_\_\_\_  
 Account Signature \_\_\_\_\_ Date \_\_\_\_\_