ADVERTISING RATES & SPACE CONTRACT

Client
Agency
Billing Address

City/State/Zip
Tel
Fax
Contact
Email

BLACK-WHITE/FOUR-COLOR DISPLAY ADVERTISING RATES & CLOSING DATES
Effective January 1, 2017

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page (BW / 4-C)</th>
<th>2/3 Page (BW / 4-C)</th>
<th>1/2 Page (BW / 4-C)</th>
<th>1/3 Page (BW / 4-C)</th>
<th>1/4 Page (BW / 4-C)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.75 x 9.25</td>
<td>4.50 x 9.25</td>
<td>3.375 x 9.25</td>
<td>3.375 x 4.625</td>
<td>6.75 x 4.625</td>
</tr>
<tr>
<td>Rate:</td>
<td>$150 for the first 25 words and $3.00 per additional word. MSMA members receive a 15% discount.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mechanical Width/Height - Inches

Full: 6.75 x 9.25 (Bleed 8.375 x 11.125)

2/3 Vertical: 4.50 x 9.25
1/2 Vertical: 2.25 x 9.25
1/4 Vertical: 3.375 x 9.25
1/2 Horizontal: 6.75 x 4.625

STANDARD PAGE RATE CHARGES & EARNED DISCOUNTS

<table>
<thead>
<tr>
<th>Rate</th>
<th>Page Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>Classified Subtotal</td>
<td>$150</td>
</tr>
<tr>
<td>Placement (Add 30%)</td>
<td>$150</td>
</tr>
<tr>
<td>Final Subtotal</td>
<td>$150</td>
</tr>
<tr>
<td>Pre-Payment (5%) Discount</td>
<td>$150</td>
</tr>
<tr>
<td>Contract Total</td>
<td>$150</td>
</tr>
</tbody>
</table>

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 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.

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.

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

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
Account Signature

Date

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