

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%.

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
 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

FOUR-COLOR DISPLAY ADVERTISING RATES & CLOSING DATES
 Effective January 1, 2021

Indicate (✓) Frequency and Size

Frequency	Full Page ()	2/3 Page ()	1/2 Page ()	1/3 Page ()	1/4 Page ()
() 1x	1500 per ins.	1450 per ins.	1400 per ins.	1350 per ins.	1325 per ins.
() 3x	1300 per ins.	1250 per ins.	1200 per ins.	1150 per ins.	1125 per ins.
() 6x	1100 per ins.	1050 per ins.	1000 per ins.	950 per ins.	925 per ins.

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: \$200 for the first 25 words and \$5.00 per additional word. MSMA members receive a 20% 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	

RATE CHARGES & EARNED DISCOUNTS

Display Insertion \$ _____
 Classified Total \$ _____
 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 _____