MISSOURI MEDICINE

JOURNAL OF THE MISSOURI STATE MEDICAL ASSOCIATION

ADVERTISING RATES & SPACE CONTRACT

<table>
<thead>
<tr>
<th>Client</th>
<th>Agency</th>
<th>Billing Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City/State/Zip</th>
<th>Tel</th>
<th>Fax</th>
<th>Contact</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

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

**Effective January 1, 2019**

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BW / 4-C</td>
<td>BW / 4-C</td>
<td>BW / 4-C</td>
<td>BW / 4-C</td>
<td></td>
</tr>
<tr>
<td>( ) 1x</td>
<td>600 / 1500</td>
<td>550 / 1450</td>
<td>500 / 1400</td>
<td>450 / 1350</td>
<td>425 / 1325</td>
</tr>
<tr>
<td>( ) 3x</td>
<td>550 / 1300</td>
<td>500 / 1250</td>
<td>450 / 1200</td>
<td>400 / 1150</td>
<td>375 / 1125</td>
</tr>
<tr>
<td>( ) 6x</td>
<td>500 / 1100</td>
<td>450 / 1050</td>
<td>400 / 1000</td>
<td>350 / 950</td>
<td>325 / 925</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: 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.

**STANDARD PAGE RATE CHARGES & EARNED DISCOUNTS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Rate</td>
<td>$ _____</td>
</tr>
<tr>
<td>Classified Subtotal</td>
<td>$ _____</td>
</tr>
<tr>
<td>Placement (Add 30%)</td>
<td>$ _____</td>
</tr>
<tr>
<td>Final Subtotal</td>
<td>$ _____</td>
</tr>
<tr>
<td>Pre-Payment (5%) Discount</td>
<td>$ _____</td>
</tr>
<tr>
<td>Contract Total</td>
<td>$ _____</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 back cover, inside back cover or back cover, if available, add 35% - available only on full page four-color advertisements.

**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.

**Printing Method**

Web offset. Binding method is saddle stitch.

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

**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.

**Placement Policy**

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**Discounts**

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**Customer Service**

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 as 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 high resolution, press optimized .pdf with fonts and graphics embedded, submitted electronically.

**Color Process**

Four-color: Standard Pantone PMS process.

**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 Address**

For contracts, artwork, proofs:

Lizabeth R. S. Fleenor, Managing Editor
PO. Box 1028, Jefferson City, MO 65102
Tel: 573-636-5151 Fax: 573-636-8552
Email: lfleenor@msma.org