

Advertising



2027 Monthly Magazine

Outside Back Cover	\$875
Inside Cover (Front or Back)	\$775
Full Page	\$575
Half Page (Horizontal)	\$375
Third Page (Square)	\$275
Full Page Ad Spotlight	\$850
Half Page Ad Spotlight	\$550
Flyer, Double-sided*	\$775
Flyer, Single-sided (8.5 x 11)*	\$625



Artwork & requirements

- Artwork must be prepared at full size using professional design software. Files from Microsoft Word or most drawing programs are not suitable for publication.
- Output resolution must be 300 dpi at full printed size.
- All images and colors must be CMYK.

For full-page ads

- Add 1/8" bleed on all sides.
- Do not place text closer than 1/2" from the edge of the live area on the top and sides of your ad. Text at the bottom must be at least 1/4" from the edge.
- Full page ads must include crop marks. Crop marks must be outside the live and bleed areas.

Ad spotlights (half or full-page)

- Spotlights allow your business, services, or products directly with our readers in their own words.
- Full page: ~700 words, Half Page: ~300 words

Accepted file types:

- ADS: Press-quality PDF
- SPOTLIGHTS: Word Doc

Deadlines:

Ad Reservation: 25th of the month, two months prior to publication

Artwork/Spotlight: 1st of the month prior to publication of issue

(Eg. ads for the April issue must be reserved by Feb. 25th and artwork submitted by March 1st)

Sizes

Full page (bleed)

Add 1/8" to all sides. 8.5" x 11"

Full page (no bleed)

7.5" x 10"

Half page (horizontal)

7.5" x 4.75"

Third page (square)

5" x 4.75"

Flyers should be 8.5" x 11" with 1/8 inch bleeds on all sides

*Flyer pricing does not include printing costs. Please contact LCMS in advance to request a printing quote. Files must be delivered to QSL.

Note: Any physician(s) featured in ads, Ad Spotlights, or flyers require said physician(s) to be an active LCMS member.

Press-ready ads (10MB Max) should be emailed to info@lcmedsociety.com
Payments should be sent to PO Box 7192, Springfield OR 97475

Lane County Medical Society reserves the right to reject any advertising at its sole and absolute discretion.

In general, messaging/images that will not be deemed acceptable are: profanity, nudity, hate speech, and some material that may be considered offensive or inflammatory.

Disclaimer: *Medical Matters* is published by the Lane County Medical Society (LCMS). LCMS board, staff, and hired contractors are not responsible for any content, information, accuracy, and views submitted to us. Content published is provided by their subjects and/or authors. Views do not necessarily align with those of LCMS nor constitute professional advice. Consult your medical (or other) professional where applicable. The LCMS board and staff shall not be held responsible for any decisions or actions made based on information within the Society's publications.



LANE COUNTY MEDICAL SOCIETY

P.O. Box 7192 • Springfield, OR 97475
(541) 686-0995 • Fax: (541) 687-1554 • info@lcmedsociety.com

Monthly Magazine Advertising Contract - 2027

for advertising in **MEDICAL MATTERS**, the official monthly publication of the Lane County Medical Society

Company Represented: _____

Marketing Agency (if any) _____

Contact: _____

Billing Address: _____

City, St Zip: _____

Email: _____

Phone: _____ Fax: _____

2027 Ad Size

☐	JAN	_____
☐	FEB	_____
☐	MAR	_____
☐	APR	_____
☐	MAY	_____
☐	JUN	_____
☐	JUL	_____
☐	AUG	_____
☐	SEP	_____
☐	OCT	_____
☐	NOV	_____
☐	DEC	_____

A Traffic Sheet is required for all monthly ad changes. If selecting multiple ad sizes throughout the year, please indicate the appropriate size for each change. Separate multiple ads in one month with commas.

Monthly Advertising Rates & Sizes

Outside Back Cover	\$875	☐
Inside Front Cover/Inside Back Cover	\$775	☐
Full (8.5X11 bleed or 7.5X10 no bleed)	\$575	☐
1/2 page (7.5 W x 4.75 H)	\$375	☐
1/3 page square (5 W x 4.75 H)	\$275	☐

Ad Spotlight Articles

Full page ad spotlight ~ 700 words	\$850	☐
1/2 page ad spotlight ~ 300 words	\$550	☐

Ad Spotlight Note: Ad Spotlights provide advertisers the opportunity to highlight their business, services, or products in their own words. LCMS reserves the right to edit or decline Ad Spotlights during the editorial review process.

DEADLINES:

Space Reservation: the 25th, two mo. before publication
Ad Artwork: 1st of the month prior to publication
Spotlight: the 20th, two months before publication

COLOR FLYER INSERTION RATES PER MONTH

Flyer, double-sided (8.5 W x 11 H)	\$775	☐
Flyer, single-sided (8.5 W x 11 H)	\$625	☐

Pricing does not include printing costs. Please contact LCMS in advance to request a printing quote. File must be delivered to QSL.

DEADLINE for contract + delivery of flyer to QSL:
8th of the month preceding publication

Number of issues x _____

Total (please fill) \$ _____

If you have any billing questions, please contact accounts@lcmedsociety.com.

Instructions:

1. Select the month(s) you would like your advertisement or flyer to appear.
2. Indicate the ad size or flyer type for each selected month (if multiple).
3. Renewing advertisers: Please specify whether your advertisement is new artwork or a continuation of your current ad.
4. Sign and return this completed contract by email, mail, or fax to LCMS. Advertising space is reserved upon receipt of your signed contract.

Print Name

Signature

Date

Notice: Advertisers and their agencies assume all liability for content and accuracy of advertisements. Advertising statements are expected to be factual; however, the Lane County Medical Society (LCMS) makes no representation or warranty as to their accuracy or reliability. Publishers and agents bear no financial responsibility for errors. LCMS and its publishers reserve the right to refuse any advertising. Advertisers assume responsibility for charges incurred in the preparation of ads, and in the preparation and printing of flyers, for publication. Advertisements withdrawn after a contract is signed will be billed as contracted. Disclaimer listed on ad rate sheet also applies to this contract.