

Advertising

Rates

Full page with premium placement	\$660
Full page	\$440
Half page (horizontal)	\$280
Third page (square)	\$160
Flyer, single-sided (8.5 x 11)	\$450
Flyer, double-sided	\$600

Current advertisers will be grandfathered on their existing rates through the end of 2017.

Artwork requirements

- Artwork must be prepared at 100 percent size using professional-quality design software such as Adobe InDesign or Adobe Illustrator. Files created in Microsoft Word and 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.

Accepted file types:

- Press-quality PDF.

Sizes

Full page (bleed)	8.5" x 11"
Add 1/8" to all sides.	
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 set up as 8.5 x 11 sized pages with 1/8 inch bleeds on all sides.

**Press-ready ads (10MB Max) should be emailed to info@lcmedsociety.com
Payments should be sent to 990 West 7th Avenue, Eugene, OR 97402**