

PPMA Update



PENNSYLVANIA PODIATRIC MEDICAL ASSOCIATION

2019

Color Ad Insertion Order

Mail Ad to 757 Poplar Church Road, Camp Hill, PA 17011; or Preferred Method: Email ad to susan@ppma.org.

Company Name _____

Contact Person _____

Address _____

City/State/Zip _____

PH: _____ FAX _____ Email _____

Six Issues a Year: January/February; March/April; May/June; July/August; September/October; and November/December.

One-page Color Ad

Dimensions: 8.5 x 11 TRIM SIZE
8.75 x 11.25 BLEED SIZE

- 1 x: \$525.00
- 6 x: \$470.00 each

1/2-page Color Ad

Dimensions: H: 7.5 x 4.625

- 1 x: \$315.00
- 6 x: \$262.00 each

1/4-page Color Ad

Dimensions: V: 3.625 x 4.625

- 1 x: \$210.00
- 6 x: \$157.00 each

METHOD OF PAYMENT:

CHECKS payable to Pennsylvania Podiatric Medical Association

CREDIT ACCEPTED: MC VISA AMEXP DISCOVER

Account # _____

Exp. Date _____ Amount \$ _____

Signature _____

Classified Ad Placement

- Member Ad - Complimentary
- Non-Member Ad - \$40 per issue

PPMA MEMBERS MAY ADVERTISE IN THE PPMA NEWS AT NO CHARGE. Please limit your ad to 50-60 words. Ads expire after 90 days and will be deleted.

NON-MEMBERS: Marketplace rates are \$40 per issue. Payment for all classified ads must be made prior to ad being placed in the newsletter. PAYMENT MUST ACCOMPANY FORM.

Fax to 717-761-4091 or email to susan@ppma.org.

Terms and Conditions

TERMS OF CONTRACT

Acceptance of copy is subject to publisher's approval. Advertising is accepted with the understanding that the advertiser or his agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any name, photography, copyrighted material, or patented article in said advertiser's advertisement.

The publisher reserves the right to refuse any advertisement that, in his or her opinion, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. currency regulations, or is unsatisfactory to said publisher or its interests.

Full Payment Must Accompany Ad Placement: No exceptions, no refunds; if advertiser contracts for 8 times a year at the discounted rate, then mid-way cannot request a refund and pull the ad. The rate will be adjusted to reflect the actual number of units used within the contract year. Orders are accepted subject to change in rates upon notice from the publisher. Contracts may be canceled at the time the new rates become effective without incurring a short-rate adjustment.

Changes of copy are not guaranteed after the scheduled closing dates. Current circulation is more than 875.

I understand the terms and conditions within this advertising contract and accept them.

Signature

CLOSING DATE

Ads are due by the 5th of the published month along with full payment. Make checks payable to the Pennsylvania Podiatric Medical Association or call 1-800-841-3668, x218, to use MasterCard, Visa, Discover, or American Express.

SPECIFICATIONS FOR SENDING COLOR ARTWORK

Email preferred electronically to:
susan@ppma.org

or mail CD to:
PA Podiatric Medical Association
PPMA UPDATE Advertising
757 Poplar Church Rd.
Camp Hill, PA, 17011

Formats Accepted (PC ONLY)

High Quality Print PDF; Adobe InDesign CS 5.0; PhotoShop CS 5.0; and Illustrator CS 5.0.