

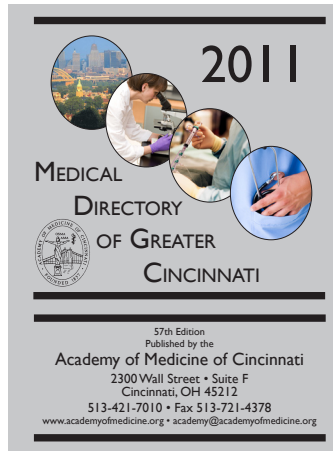
2012 MEDICAL DIRECTORY OF GREATER CINCINNATI

published by the Academy of Medicine of Cincinnati

MEDIA KIT

PROFILE

The *Medical Directory of Greater Cincinnati (Medical Directory)* is the area's most relied upon reference directory. Updated and published annually, it includes comprehensive individual listings for Academy members, physician groups, members of surrounding county medical societies, Greater Cincinnati hospitals, professional/public health agencies, and limited listings for local physicians who are not Academy members.



This year, 2,500 copies of the *Medical Directory* will be available throughout the community. Area physicians and hospitals use it extensively as a referral source. No other publication offers the exposure to Cincinnati's health care professionals that the *Medical Directory* does.

Health care professionals will use the *Medical Directory* time and again for the entire year. With our competitive rates, this publication offers a very cost-effective way to reach the regional health care community and beyond on a continual basis.

Advertisers receive one complimentary copy of the *Medical Directory of Greater Cincinnati* in which their ad appears.

FOR ADVERTISING INFORMATION CONTACT:

Communications Department

Nancy Coomer, ext. 307 – Pam Fairbanks, ext. 311

ncoomer@academyofmedicine.org – pfairbanks@academyofmedicine.org

Academy of Medicine of Cincinnati
2300 Wall Street, Suite F • Cincinnati, Ohio 45212-2794
(513) 421-7010 • Fax (513) 721-4378

2012 MEDICAL DIRECTORY OF GREATER CINCINNATI

IMPORTANT DATES & DETAILS



- NO price increase; same as 2011
- Tab advertising available in four-color
- October 20, 2011 – previous advertiser positions will be held until this date – reserve your space today!
- November 2, 2011 – space reservation deadline
- November 17, 2011 – deadline for camera-ready artwork
- Cancellations must be received (in writing) before November 2, 2011, to avoid being billed
- February 2012 – 2012 *Medical Directory of Greater Cincinnati (58th Edition)* published and distributed
- Advertisers are billed after publication of the *Medical Directory* in February.
- Send payment (check or credit card) with your space reservation agreement and receive a five percent (5%) discount

**Place your ad in the Medical Directory and
get year-round exposure**

**2012 MEDICAL DIRECTORY
OF GREATER CINCINNATI
AD SIZES AND RATES**

Full page positions are 4-1/2" wide x 7-1/2" high. Actual full page ad size is indicated by the solid line on this page.

Full page positions include:

- covers (inside front, inside back, and back) – four-color,
- tab pages – four-color or black & white (5 tabs, front and back for a total of 10 positions),
- preferred position – black & white (located in the front of the active section or in a requested section), and
- full page – black & white (located throughout the active section).

Half page ads are 4-1/2" wide x 3-1/2" high. Actual ad size is indicated by the shaded area below. Half page ads are black & white and placed throughout the active section of the *Directory*.

Half Page 4-1/2" x 3-1/2" Horizontal

ADVERTISING RATES		
POSITION	SIZE (W X H)	ANNUAL RATE
Back Cover (1 only)	4-1/2 x 7-1/2	\$1,975.00
Inside Cover (1 front & 1 back)	4-1/2 X 7-1/2	\$1,595.00
Tab Page — Four-color	4-1/2 x 7-1/2	\$1,195.00
Tab Page — Black & White	4-1/2 x 7-1/2	\$895.00
Full Page Preferred Position	4-1/2 x 7-1/2	\$825.00
Full Page	4-1/2 x 7-1/2	\$735.00
Half Page	4-1/2 x 3-1/2	\$515.00

Five percent (5%) discount given if payment is made when contract is submitted.

Full Page 4-1/2" x 7-1/2" Vertical

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COVERS, TAB PAGES, AND SPECIAL POSITIONS – All covers, tab pages, and special positions will be held until **October 20, 2011**, for the organization that held the position the previous year. After **October 20, 2011**, all requests for special positions are filled on a first-come, first-served basis. A waiting list is offered for those advertisers who would like a special position. Advertisers on the waiting list will be notified after **October 24, 2011**, if their request can be honored.

SPACE RESERVATION DEADLINE – Final space reservation deadline is **November 2, 2011**.

CAMERA-READY COPY DEADLINE – Final camera-ready copy deadline is **November 17, 2011**. Acceptable formats: high resolution .pdf with fonts embedded or high resolution .jpg or .tif (300 dpi or higher). Publisher not responsible for the print quality of artwork submitted at less than the required standards. Send to 2300 Wall Street, Suite F, Cincinnati, OH 45212 or pfairbanks@academyofmedicine.org.

TYPESETTING AND Ad DESIGN – Advertising rates do not include typesetting or design costs. Typesetting and design services are available for an additional fee. For information, call (513) 421-7010, ext. 311.

PAYMENT – Advertising is billed upon publication in February. Publisher reserves the right to bill non-established accounts in advance. VISA, MasterCard, American Express, Discover, and company checks will be accepted for payment. A five percent (5%) discount is given if payment is received with the space reservation form.

AGENCY COMMISSION – 15 percent (15%) to recognized ad agencies.

ACCEPTABILITY OF ADVERTISING – The publisher or its representative reserves the right to judge the acceptability of advertising copy or content and to accept or reject advertising copy. The advertiser and/or its representative are solely responsible for ad content.

CANCELLATIONS – All cancellations must be in writing and confirmed by the publisher in writing. No cancellations will be accepted after the space reservation closing date (**November 2, 2011**).

PUBLICATION DATE – February, 2012.