

2018-19 MEDICAL DIRECTORY OF GREATER CINCINNATI

Published by the Academy of Medicine of Cincinnati

MEDIA KIT

PROFILE

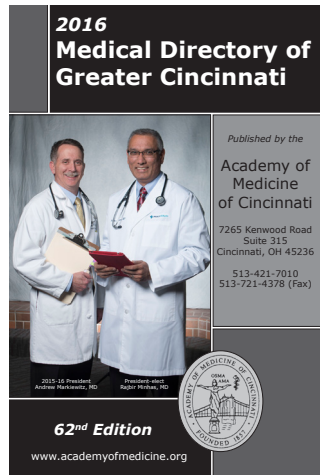
In its 63rd year of production, the *Medical Directory of Greater Cincinnati (Medical Directory)* remains one of the area's most relied upon reference directories. Updated and published biennially, it includes comprehensive individual listings for Academy members; physician groups; cross references for primary and secondary specialties and office locations; Greater Cincinnati hospitals; and local nursing homes, home health, and hospice care facilities.

This year, 1,000 copies of the *Medical Directory* will be available throughout the community along with a fully interactive digital version provided to Academy members and others who purchase the print version. 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 over the two-year period. 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 print copy (and access to the digital version) of the *Medical Directory of Greater Cincinnati* in which their ad appears.

We encourage you to advertise with us for the 2018-2019 edition. We respect the fact that advertising budgets are tight, and, therefore, have kept our prices at a very competitive rate.



2018-19 MEDICAL DIRECTORY OF GREATER CINCINNATI

IMPORTANT DATES & DETAILS

- Advertising options for every budget
- Four-color and black & white advertising available
- Two-year shelf life
- January 19, 2018 – previous advertiser positions will be held until this date – reserve your space today!
- March 15, 2018 – space reservation deadline
- March 31, 2018 – deadline for camera-ready artwork
- Cancellations must be received (in writing) before March 15, 2018, to avoid being billed
- June 2018 – the 2018–2019 *Medical Directory of Greater Cincinnati (63rd Edition)* published and distributed
- Advertisers are billed, after publication of the *Medical Directory*, in June. (Pre-pay discount available)



FOR ADVERTISING INFORMATION CONTACT:

Natalie Peterson • npeterson@academyofmedicine.org
513-421-7010 (ext. 333)

Academy of Medicine of Cincinnati
7265 Kenwood Road, • Suite 315 • Cincinnati, OH 45236



Place your ad in the Medical Directory and get two years of exposure.

We will work with you to get the best placement for your message.

2018–2019 MEDICAL DIRECTORY OF GREATER CINCINNATI AD SIZES AND RATES

PRINT EDITION POSITIONS	SIZE (W X H)	RATE
FOUR-COLOR PLACEMENTS		
Back Cover with Bleed	6 1/2" x 9 3/8"	\$2,000
Inside Front Cover w/ Bleed	6 1/2" x 9 3/8"	\$2,000
Inside Back Cover w/Bleed	6 1/2" x 9 3/8"	\$2,000
Tab Page, no bleed	5 1/2" x 8 1/8"	\$1,500
Full Page Preferred w/Bleed	6 1/2" x 9 3/8"	\$1,500
Full Page w/Bleed	6 1/2" x 9 3/8"	\$1,000
Full Page, no bleed	5 1/2" x 8 1/8"	\$1,000
BLACK & WHITE PLACEMENTS		
Full Page, no bleed (run of publication)	5 1/2" x 8 1/8"	\$500

Please Note: For Bleed placements, keep copy or critical image elements at least 1/2" from side margins and 1/4" from top and bottom margin.

TAB POSITIONS

There are a total of 20 Tab positions available (front & back side of Tab) for the following Tabs: Two Active Member Tabs; Retired, Non-Resident, Members in Training Tab; Associate, Affiliate Member Tab; Groups Tab; Specialties, Primary & Secondary Tab; Office Locations Tab; Hospitals Tab; Nursing Homes, Home Health Care, Hospice Care, DME Tab; and Professional & Public Health Organizations Tab.



Let us deliver your
message to the Greater Cincinnati
medical community!

2018–2019 MEDICAL DIRECTORY OF GREATER CINCINNATI

COVERS AND SPECIAL POSITIONS – All covers and special positions will be held until **January 19, 2018**, for the organization that held the position in 2016. After **January 19, 2018**, 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 **January 24, 2018**, if their request can be honored.

SPACE RESERVATION DEADLINE – Final space reservation deadline is **March 15, 2018**.

CAMERA-READY COPY DEADLINE – Final camera-ready copy deadline is **March 31, 2018**. 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 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, contact Pam Fairbanks at 513-421-7010, ext. 311 or pfairbanks@academyofmedicine.org.

PAYMENT – Advertising is billed upon publication in June. Publisher reserves the right to bill non-established accounts in advance. VISA, MasterCard, American Express, Discover, and company checks will be accepted for payment. **Reserve and pre-pay by February 2, 2018, and receive 10% off the regular ad rate.**

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 (**March 15, 2018**).

PUBLICATION DATE – June 2018.



2018-2019 MEDICAL DIRECTORY OF GREATER CINCINNATI

Advertising Space Agreement

Space reservation deadlines: January 19, 2018 – to reserve same position as 2016 and **March 15, 2018** – final deadline

Please reserve the following ad space in the *2018-2019 Medical Directory*:

PRINT EDITION POSITION	SIZE (W X H)	RATE
FOUR-COLOR PLACEMENTS		
<input type="checkbox"/> Back Cover with Bleed	6 1/2" x 9 3/8"	\$2,000
<input type="checkbox"/> Inside Front Cover w/ Bleed	6 1/2" x 9 3/8"	\$2,000
<input type="checkbox"/> Inside Back Cover w/Bleed	6 1/2" x 9 3/8"	\$2,000
<input type="checkbox"/> Tab Page, no bleed	5 1/2" x 8 1/8"	\$1,500
Specify Tab Name: _____		
<input type="checkbox"/> Front <input type="checkbox"/> Back		
<input type="checkbox"/> Full Page Preferred w/Bleed	6 1/2" x 9 3/8"	\$1,500
<input type="checkbox"/> Full Page w/Bleed	6 1/2" x 9 3/8"	\$1,000
<input type="checkbox"/> Full Page, no bleed	5 1/2" x 8 1/8"	\$1,000

BLACK & WHITE PLACEMENTS

Full Page, no bleed 5 1/2" x 8 1/8" \$500

(run of publication)

SAVE: Reserve and pre-pay by February 2, 2018, and receive 10% off the regular ad rate.

TAB POSITIONS

There are a total of 20 Tab positions available (front & back side of Tab) for the following Tabs: Two Active Member Tabs; Retired, Non-Resident, Members in Training Tab; Associate, Affiliate Member Tab; Groups Tab; Specialties, Primary & Secondary Tab; Office Locations Tab; Hospitals Tab; Nursing Homes, Home Health Care, Hospice Care, DME Tab; and Professional & Public Health Organizations Tab.

Please verify that the Tab position you are requesting is available. If it is not, you can be added to a waiting list.

Advertising Copy: New camera-ready copy must be received by **March 31, 2018**. Advertisers who fail to send copy by the deadline will still be billed for space reserved. Acceptable formats: high resolution .pdf with fonts embedded or high resolution .jpg or .tif (300 dpi or higher).

- Camera-ready copy to be sent by March 31
[e-mail to pfairbanks@academyofmedicine.org]
- Typesetting/design service requested

Please put me on the waiting list for: _____

Date agreement submitted _____

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Advertising Agency (if applicable) _____

Agency Contact _____ Title _____

Agency Address _____

Agency City _____ State _____ Zip _____

Agency Phone _____ Fax _____

E-mail _____

Check enclosed (made payable to the Academy of Medicine of Cincinnati)

Bill me in June (after publication)

Credit Card Information MC VISA AMEX DISC

Bill my card by February 2 Bill my card in June (after publication)

Credit Card Number _____ Exp Date _____

Name on card _____

Billing address _____

Authorizing Signature _____

Return by mail or fax to: Academy of Medicine of Cincinnati • Medical Directory • 7265 Kenwood Road • Suite 315 • Cincinnati, OH 45236 • Fax 513-721-4378

E-mail: [Natalie Peterson \(npeterson@academyofmedicine.org\)](mailto:npeterson@academyofmedicine.org) • Phone: 513-421-7010, ext. 333