
MEDIA KIT

CINCINNATI MEDICINE DIGEST NEWS BRIEFS ACADEMY WEBSITE

Published by the

ACADEMY OF MEDICINE OF CINCINNATI

PROFILES

Cincinnati Medicine Digest is the biannual, print publication (published Spring and Fall) of the Academy of Medicine of Cincinnati. Published for physicians and other health care professionals, it has existed in various formats for more than 85 years.

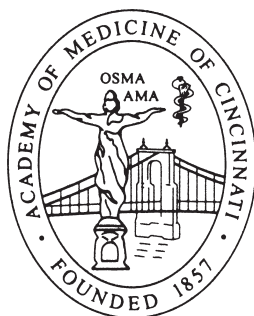
When you choose *Cincinnati Medicine Digest*, you are assured that each edition reaches approximately 1,000 area physicians, their office managers, hospital administrators, and other medical professionals within the five-county region surrounding Cincinnati. It is delivered via US mail.

The articles in *Cincinnati Medicine Digest* focus on Academy news along with local and national issues affecting the medical profession with particular interest given to physician issues.

News Briefs is the Academy's email newsletter. Normally published on a weekly basis, *News Briefs* provides information to Academy members on a variety of issues – Academy events and benefits, legislative news, practice information, etc.

The Academy's website was completely revamped in 2017. This new, updated design allows the inclusion of advertising.

With our competitive rate schedule, you can showcase your services to the medical community at a fraction of the cost you might pay elsewhere.



For advertising information contact:

Pam Fairbanks

Communications Director

Academy of Medicine of Cincinnati

7265 Kenwood Road, Suite 315, Cincinnati, OH 45236-4411

Phone: 513-421-7010, ext. 311 • Fax: 513-721-4378

E-mail: pfairbanks@academyofmedicine.org

CINCINNATI MEDICINE DIGEST

Display Advertising Rates

	1x	2x*
Full page	550	495
1/2 page	300	270
1/3 page	200	180
1/6 page	100	90

Rates above are at a per insertion price for camera-ready, black & white or color copy

*Ads must be published within 12-month period

No Bleeds

Special Position

As accepted by publisher, with a 20% additional charge.

Camera-ready Copy

Send electronic files (.pdf format preferred) 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 call 513-421-7010, ext. 311.

Publishing Dates

Cincinnati Medicine Digest is published twice a year – Spring (Mar, Apr, May) and Fall (Sept, Oct, Nov) – and is delivered via US mail. These issues contain display and classified advertising.

Space reservation deadline

Spring – February 15 and Fall – August 15

Camera ready copy deadline

Spring – March 1 and Fall – September 1

Payment Terms

Net billing 30 days, no cash discounts. Non-established advertisers subject to advance payment unless credit terms are arranged prior to acceptance of advertising. VISA, MasterCard, American Express, Discover, and company checks accepted.

Acceptability of Advertising

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

Rebates and Short Rates

All ads are subject to short-rate billing if contract is not fulfilled.

Cancellations

All cancellations must be in writing and confirmed by the publisher in writing. No cancellations accepted after the space reservation deadline°.

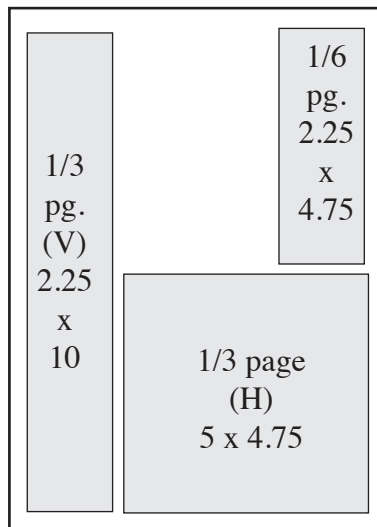
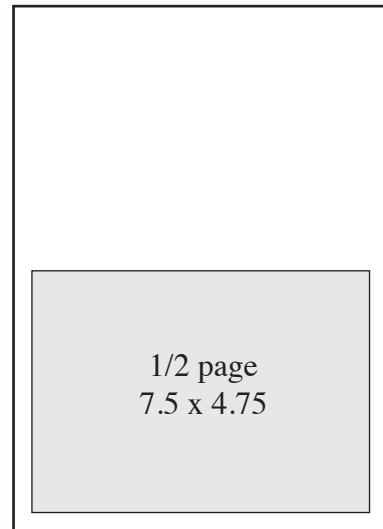
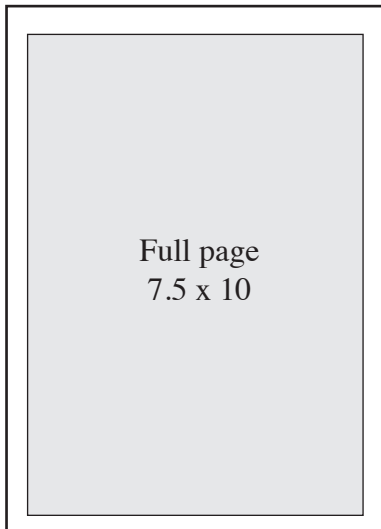
CINCINNATI MEDICINE DIGEST

Mechanical Requirements

Page size: 8.5 x 11 (in inches, width x height)

Full page	7.5 x 10
1/2 page	7.5 x 4.75
1/3 page (Horizontal)	5 x 4.75
1/3 page (Vertical)	2.25 x 10
1/6 page	2.25 x 4.75

PAGE DIAGRAMMS



Drawings are approximate.

For advertising information, contact Pam Fairbanks, Communications Director, Academy of Medicine, 513-421-7010.

CINCINNATI MEDICINE DIGEST

Classified Advertising Rates

Your classified ad in *Cincinnati Medicine Digest* will reach approximately 1,000 physicians and other health care leaders ... at a very reasonable cost.

Cincinnati Medicine Digest offers a limited amount of space for Classified Advertisements. Ads are accepted on a space available basis. Acceptable ad categories include Medical Equipment For Sale; Office Space Available; Office Space Wanted; Physician Position Available; and Physician Position Wanted. Other categories may be considered, if space is available.

Ads must be submitted in writing by the **March 1 for the Spring** issue and **September 1 for the Fall** issue.

Cincinnati Medicine Digest reserves the right to accept or reject advertising copy.

Preparing your ad

Ads must be typed. Along with the ad copy, please include your name, company, billing address, city, state, zip code, and telephone number. Also indicate in which issue (Spring or Fall) the ad should run. Ads may be prepaid. Make checks payable to the Academy of Medicine of Cincinnati or charge to VISA, MasterCard, American Express, or Discover.

Sending your ad

You may fax the ad to us at 513-721-4378; send via e-mail to pfairbanks@academyofmedicine.org, or mail to *Cincinnati Medicine Digest*, Pam Fairbanks, Editor, 7265 Kenwood Road, Suite 315, Cincinnati, OH 45236-4411. If you have questions, call 513-421-7010, ext. 311.

The Academy of Medicine of Cincinnati publishes *Cincinnati Medicine Digest* four times per year.

Rates					
<u>Words</u>	<u>25/less</u>	<u>26-40</u>	<u>41-60</u>	<u>61-80</u>	<u>81-100</u>
Member	\$25	\$35	\$43	\$50	\$55
Non-Member	\$35	\$47	\$57	\$65	\$71
"Blind Box" – add \$10 per month to base cost of ad					

For advertising information

Contact: Pam Fairbanks
Communications Director, Editor
Academy of Medicine of Cincinnati
7265 Kenwood Road, Suite 315
Cincinnati, OH 45236-4411

Phone: 513-421-7010, ext. 311

Fax: 513-721-4378

E-mail: pfairbanks@academyofmedicine.org

Advertising Rates

EMAIL NEWS BRIEFS

Advertising is now being accepted in the Academy of Medicine of Cincinnati's email *News Briefs*. Normally published on a weekly basis, *News Briefs* provides information to Academy members on a variety of issues – Academy events and benefits, legislative news, practice information, etc.

Space must be reserved at least two weeks in advance of publication and ads must be submitted electronically (pfairbanks@academyofmedicine.org) at least one week before publication. Only two ad spaces are available per issue. *News Briefs* is normally published each Thursday.

The Academy of Medicine of Cincinnati reserves the right to accept or reject advertising copy.

Preparing your ad

Two ad sizes are available per issue: one horizontal (465 x 150 pixels) and one vertical (150 x 175 pixels). Dimensions are width x height. Ads appear at the bottom of the main and sidebar columns. Acceptable file formats are .jpg, .gif, or .png. Ad must to "static." Ad will include a link to the advertiser's website. To reserve space, send an email (pfairbanks@academyofmedicine.org) indicating your preference of horizontal or vertical ad and include your name, company, billing address, city, state, zip code, and telephone number. Also indicate when you would like the ad to begin running. Artwork must also be sent via email. Ads may be prepaid. Make checks payable to the Academy of Medicine of Cincinnati or charge to VISA, MasterCard, American Express, or Discover (call 513-421-7010, ext. 311) or if not prepaid, ads will be billed after the first insertion.

Rates
Four consecutive weekly issues: \$300 (one placement per issue)
Two consecutive weekly issues: \$200 (one placement per issue)

WEBSITE

The Academy's website (www.academyofmedicine.org) features four rotating ads at the bottom of the page. Ads rotate randomly with two ads appearing at the same time. All ads are horizontal. Dimensions are 486 X 60 pixels. Acceptable file formats are .jpg, .gif, or .png. Ad must to "static." Ad will include a link to the advertiser's website. To check space availability, contact Pam Fairbanks, pfairbanks@academyofmedicine.org or 513-421-7010, ext. 311.

Rates
Quarterly (three consecutive months): \$150
Six consecutive months: \$250
Twelve consecutive months: \$450

For advertising information, contact Pam Fairbanks, Communications Director, Academy of Medicine, 513-421-7010, ext. 311 or by email at pfairbanks@academyofmedicine.org.

Advertising Space Agreement

Company Name _____

Contact _____ Title _____

Street Address _____ E-mail _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

Advertising Agency (if applicable) _____

Agency Contact _____ Title _____

Agency Address _____ Agency E-mail _____

Agency City _____ Agency State _____ Agency Zip _____

Agency Phone (_____) _____ Agency Fax (_____) _____

Please send invoice to: Company Agency (check one)

Please send tear sheets to: Company Agency (check all that apply)

CM Digest Issues for Insertion:

Spring – March/April/ May/ Fall – September/October/November

Advertising to begin w/issue _____ End w/issue _____ Number of Insertions _____

Ad size:

Full Page Half 1/3 Horizontal 1/3 Vertical 1/6 H Word Classified Ad

Specifications: Special Position (as accepted by publisher, additional charge of 20%)

News Briefs Insertion: Horizontal Vertical

Four consecutive issues (\$300) Two consecutive issues (\$200)

[contact Pam Fairbanks (see information below) for issues available]

Website: \$150 per quarter (three months) \$250 for six months \$450 for 12 months [call for availability]

Rate per ad: \$ _____ Total contract: \$ _____

I hereby authorize the above advertising insertions at the contracted rate listed wherein. I realize that all advertisements must be canceled at least 30 days prior to publication date or I am responsible for all charges. All ads are subject to short-rate billing if contract is not fulfilled. The Publisher reserves the right to judge the acceptability of advertising copy or content. The advertiser and/or its representative are solely responsible for ad content. Classified ads are not eligible for frequency discounts.

Authorizing signature: _____ Title: _____ Date: _____

Accepted/Publisher: _____ Title: _____ Date: _____

Contact: Pam Fairbanks, Communications Director
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