Fall/Winter 2011

In This Issue

Features
- 2011 Legislative Year-in-Review: recap of progress for physicians at the state house
- Legislative Communications: every week in the legislative session your legislators are making decisions that impact the way you practice medicine. Learn how to open the lines of communication with them so your voice is heard.
- Is There a Doctor in the House?: South Carolina physicians dedicate their time and service in the South Carolina Statehouse through the SCMA’s Doctor of the Day Program.
- Who’s that Doctor on the field?: Learn about SCMA’s Physician of the Year, “Gamecock Doc,” Jeffrey Guy, MD.
- Special Update from the Department of Insurance: update from Director David Black.

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Perspectives on the Future of Healthcare in SC

Gamecock Doc
Who is that doctor on the field?

Is there a doctor in the House?
Members dedicate time to volunteer at the State House

2011 Legislative Year-in-Review
Fighting for you at the State House

Plus

CEO’s Letter
CME Spotlight
Under the Microscope: Colonial Family Practice
Legal Resource Center: ACOS: what is it?
Member Resources: mortgage myths
Risk Management: Focus on safety
Doctor to Doctor: The Future of Healthcare in South Carolina

Medicine is changing every day. That’s why the South Carolina Medical Association has recently created its newest publication, The Palmetto Physician, to spotlight the newest trends in healthcare. The Palmetto Physician aims to bring the personal side of medicine to South Carolina physicians with its captivating articles, physician and practice profiles, exclusive health care interviews and more. As the only publication in South Carolina with ALL physicians in mind, no matter their specialty or geographic location, The Palmetto Physician is the place to capture the attention of the South Carolina physician community.

CIRCULATION
Palmetto Physician’s controlled circulation reaches nearly 6,000 physician members of the South Carolina Medical Association.

DEMOGRAPHICS OF PHYSICIAN READERS

AGE
66+ 25-35 46-65

LOCATION
31% 28% 41%

SPECIFICATIONS
Digitally supplied ads (.pdf or .eps) must be sized to the specified ad size, and sized no less than 300 dpi.

DEADLINES
Palmetto Physician is published twice a year. Ads for the Summer/Fall issue are due June 1; ads for the Winter/Spring issue are due December 31.

Ad Size Color Number of Inserts

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*Ads 50% with purchase of Advertorial. Ad and Advertorial must be published within the same issue.

Rates effective for 2016 issues.
ADVERTISER INFORMATION

Advertiser Name: ___________________________________________ Contact Name: ___________________________________________
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ADVERTISING POLICIES

I understand that the advertising rates set forth are only valid for 2016 issues of The Palmetto Physician Magazine and are subject to change at anytime. I also understand that the SCMA reserves the right to deny any advertiser or ad content and that ad placement is subject to availability.

By signing below, I acknowledge that I have read the SCMA’s Advertising Policies, and accept the information contained therein.

Authorized Signature: ______________________________________________________________________________________

AD SPECIFICATIONS

Issue(s): ❑ Winter/Spring* ❑ Summer/Fall* ❑ Full Page ❑ Half Page Horizontal ❑ Half Page Vertical ❑ Quarter Page
❑ Full Page Advertorial ❑ Inside Front Cover ❑ Inside Back Cover ❑ Back Cover (Half Pg Only)

*Please note publication dates: Winter/Spring issue is planned for February and Summer/Fall issue is planned for August.

PAYMENT INFORMATION

Price per insertion: __________________________________ Total Cost: ____________________________________________
❑ Payment enclosed.
❑ Please invoice me.

Method: ❑ Check (Made payable to SCMA) ❑ Visa or ❑ Mastercard
Card Number: __________________________________________________________________________________________
Expiration Date: ___________________________ Code: ___________________________
Name on Card: __________________________________________________________________________________________
Card Billing Address: ___________________________________________________________________________________
Signature: ____________________________________________________________________________________________

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Mail: SCMA Marketing
      Attn: Jenny Samples
      P.O. Box 11188
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      Fax: 803-772-6783
      Email: jsamples@scmedical.org

South Carolina Medical Association
1-800-327-1021 | www.scmedical.org