



# The Journal

OF THE SOUTH CAROLINA MEDICAL ASSOCIATION

The Journal of the South Carolina Medical Association has served the Medical Profession since 1905. The Journal is now addressed, mailed, and read by approximately 6,000 Physicians throughout South Carolina quarterly. It is also available on the SCMA web site. A fully interactive ePub serves the membership with an additional convenient point of access as well

as expanded reading through live links, search capabilities, and archives. The Journal provides and encourages the sharing of professional expertise throughout the Physician community as well as providing a channel for continuing medical education. The Journal is considered a "must read" publication serving the entire Physician community throughout the state.

## Display Rates per Insertion

Ad Unit	Per Issue Based on a 4 quarterly issue agreement
Inside Covers (F&B)	\$2,135.00
Full Page	1,705.00
1/2 Vertical	1,390.00
1/2 Page Horizontal	1,190.00
1/3 Page	800.00
1/6 Page	500.00
1/12 Page	300.00
One-Page article (750 words) plus full page color ad	2,500.00
Two-Page article (1,500 words) plus full page color ad	3,500.00

COLOR CHARGE.....\$250

Production services available upon request.

OTHER OPTIONS: Inserts and sales sheets are available by special arrangement. Call 800-561-4686 or e-mail [gjones@pcipublishing.com](mailto:gjones@pcipublishing.com).

## PUBLICATION SCHEDULE

Issue Dates	Advertising Due Dates
March 2016	February 1
June 2016	May 1
September 2016	August 1
December 2016	November 1

## Why You Should Advertise

Practice decision makers respect this journal and consider it a credible and reliable source of information from fellow physicians as well as a resource for products and services pertinent to their practice and efficient office operation. Advertising in the journal accurately targets the decision makers you require and reflects your support of the professional association. The majority of the state's physicians belong to this association. This journal is absolutely the best vehicle to reach them all.

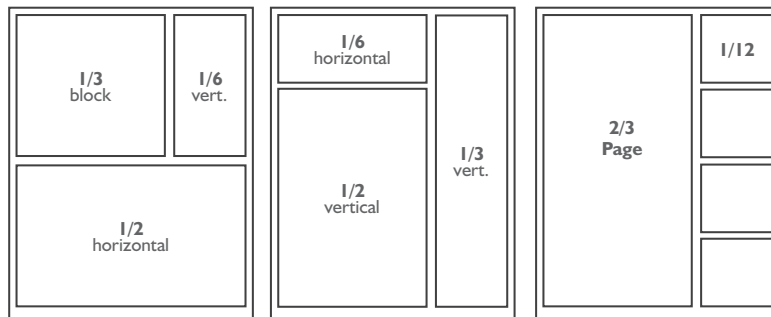
Your presence in the South Carolina Medical Association Journal stands out and distinguishes your leadership among your peers.

## Display Ad Dimensions (Live Area)

Ad Unit	Width	Height
Back cover (bleed)	8.625"	8.875"
Back cover (no bleed)	7.875"	8.375"
Full page (with bleed)	8.625"	11"
Full page (no bleed)	7.875"	10.25"
2/3 page	5.125"	10"
1/2 page (horizontal)	7.875"	4.875"
1/2 page (vertical)	5.125"	7.5"
1/3 page (block)	5.125"	4.875"
1/3 page (vertical)	2.5"	10"
1/6 page (horizontal)	5.125"	2.375"
1/6 page (vertical)	2.5"	4.875"
1/12 page	2.5"	2.125"

Bleed: 1/8" on all sides

Magazine Trim Size: 8.375" x 10.75"



## SPECIFICATIONS

Color: CMYK including nested or embedded elements (if the ad is black and white, use grayscale). We prefer that ads be submitted as high resolution PDFs with all color CMYK, all photos 300 DPI at the size they are used and all fonts embedded in the PDF.

Upload extremely large files at [dropbox.com](https://www.dropbox.com) or [hightail.com](https://www.htail.com). Most files can be sent by e-mail to [production@pcipublishing.com](mailto:production@pcipublishing.com). If sending by mail or courier, please include a proof (or email one: pdf, jpg, or tif), or fax a proof to 501-225-3735.

All ads are subject to acceptance by the sponsor.



**PUBLISHING CONCEPTS, INC.**

14109 Taylor Loop Road  
Little Rock, AR 72223

Michelle Gilbert  
[mgilbert@pcipublishing.com](mailto:mgilbert@pcipublishing.com)  
800.561.4686 or 501.221.9986 ext. 120

# 73 HEALTHCARE PUBLICATIONS AND GROWING... REACH OVER 5 MILLION HEALTHCARE PROFESSIONALS



**STUNURSE.COM**  
Student Nurses  
nationwide



**USAFP**  
Uniformed Family  
Physicians worldwide

**A Publishing Leader Since 1993**



**Official Nursing Journals**  
for info: [www.thinknurse.com](http://www.thinknurse.com)  
Reach over 1.4 million Nurses  
each quarter...

**Arizona Board of Nursing**  
Reaching 106,000 Nurses

**Arkansas Board of Nursing**  
Reaching 48,000 Nurses

**Arkansas Nurses Association**  
Reaching 29,000 Registered Nurses

**District of Columbia Board of Nursing**  
Reaching 30,000 Nurses

**Florida Board of Nursing**  
Reaching 550,000 Nurses

**Georgia Board of Nursing**  
Reaching 156,000 Nurses

**Indiana Board of Nursing**  
Reaching 127,000 Nurses

**Kentucky Board of Nursing**  
Reaching 72,000 Nurses

**Mississippi Board of Nursing**  
Reaching 50,000 Nurses

**Montana Board of Nursing**  
Reaching 16,000 Nurses

**Nebraska Board of Nursing**  
Reaching 32,000 Nurses

**Nevada Board of Nursing**  
Reaching 35,000 Nurses

**New Mexico Board of Nursing**  
Reaching 30,000 Nurses

**North Dakota and  
South Dakota  
Boards of Nursing**  
Reaching 29,000 Nurses

**North Carolina Board of Nursing**  
Reaching 143,000 Nurses

**Ohio Board of Nursing**  
Reaching 237,000 Nurses

**Oregon Board of Nursing**  
Reaching 73,000 Nurses

**South Carolina Palmetto Nurse**  
Reaching 66,000 Nurses

**Tennessee Nursing Extra**  
Reaching 127,000 Nurses

**Washington Board of Nursing**  
Reaching 84,000 Nurses

**West Virginia Board of Nursing**  
Reaching 31,000 Nurses

**Wyoming Board of Nursing**  
Reaching 12,000 Nurses

## StuNurse.com

This quarterly magazine, website and digital edition reaches over 200,000 Student Nurses and Faculty in over 2,300 nursing schools in the USA.

## USAFP

Uniformed Family Physicians is addressed and mailed to over 95% of all uniformed family physicians from all branches of the armed forces throughout the United States and abroad.

**Official Journals of State Academies of Family Physicians** for info: [www.pcipublishing.com](http://www.pcipublishing.com)  
Reach 97% of all Family Physicians in these states...

**Arizona Academy of Family Physicians**  
*Family Physician Focus*

**Arkansas Academy of Family Physicians**  
*The Arkansas Family Physician*

**California Academy of Family Physicians**  
*California Family Physician*

**Colorado Academy of Family Physicians**  
*CAFP News*

**Delaware Academy of Family Physicians**  
*Delfamdoc*

**Florida Academy of Family Physicians**  
*Florida Family Physician*

**Kansas Academy of Family Physicians**  
*Kansas Family Physician*

**Kentucky Academy of Family Physicians**  
*KAFP Journal*

**Louisiana Academy of Family Physicians**  
*Louisiana Family Doctor*

**Maryland Academy of Family Physicians**  
*Maryland Family Doctor*

**Michigan Academy of Family Physicians**  
*Michigan Family Physician*

**Nebraska Academy of Family Physicians**  
*Cornhusker Family Physician*

**Oregon Academy of Family Physicians**  
*Oregon Family Physician*

**Rhode Island Academy of Family  
Physicians**  
*Rhode Island Family Medicine*

**South Carolina Academy of Family  
Physicians**  
*The South Carolina Family Physician*

**Tennessee Academy of Family  
Physicians**  
*Tennessee Family Physician*

**Texas Osteopathic Medical Association**  
*Texas D.O.*

**Virginia Academy of Family Physicians**  
*The Virginia Family Physician*

**Uniformed Services Academy of Family  
Physicians**  
*The Uniformed Family Physician*

**Hospital Association Journals** for info: [www.pcipublishing.com](http://www.pcipublishing.com)

Each quarterly hospital association journal is distributed to every hospital and every department throughout their respective states serving as a main source of communication for all key staff involved in making decisions on purchases of products and services.

**Arkansas Hospital Association**  
*Arkansas Hospitals quarterly*

**Nebraska Hospital Association**  
*Healthier Nebraska quarterly*

**Mississippi Hospitals Association**  
*Mississippi Hospitals quarterly*

**Patient/Hospital Guides** for info: [www.pcipublishing.com](http://www.pcipublishing.com)

Contact us for complete information about our official journals and digital companions.



**PUBLISHING CONCEPTS, INC.** 14109 Taylor Loop Road / Little Rock, AR 72223  
800.561.4686 / 501.221.9986 / Fax 501.225.3735 / [gjones@pcipublishing.com](mailto:gjones@pcipublishing.com) / [www.pcipublishing.com](http://www.pcipublishing.com)