

MAGAZINE ADVERTISING

<p>Full Page 8" w x 10.5" h</p>	<p>Half Page Vertical 3.9375" w x 10.5" h</p>
<p>Half Page Horizontal 8" w x 5.1875" h</p>	<p>Quarter Page 3.9375" w x 5.1875" h</p>
<p>Inside Front/Back Cover 8.5" w x 11" h Bleed Size 8.75" w x 11.25" h</p>	<p>USPS Mail Panel</p> <p>Half Page Back Cover 8.5" w x 5.5" h Bleed Size 8.75" w x 5.75" h</p>



PALMETTO PHYSICIAN MAGAZINE

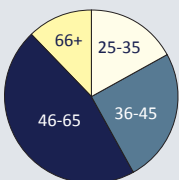
Medicine is changing every day. That's why the South Carolina Medical Association has recently created its newest publication, *The Palmetto Physician*, to spotlight the newest trends in healthcare. *The Palmetto Physician* aims to bring the personal side of medicine to South Carolina physicians with 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

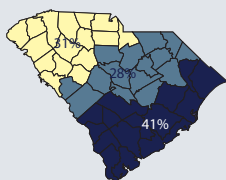
Palmetto Physician's controlled circulation reaches nearly 6,000 physician members of the South Carolina Medical Association.

DEMOGRAPHICS OF PHYSICIAN READERS

AGE



LOCATION



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	
		1X	2X
Full Page Advertorial*	4-color	\$1440	\$1360
Inside Front Cover	4-color	\$2250	\$2125
Inside Back Cover	4-color	\$1800	\$1700
Half Page Back Cover	4-color	\$1350	\$1275
Full Page	4-color	\$1440	\$1360
Half Page	4-color	\$1080	\$1020
Quarter Page	4-color	\$720	\$680

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

Rates effective for 2016 issues.

CONTRACT

MAGAZINE ADVERTISING

ADVERTISER INFORMATION

Advertiser Name: _____ Contact Name: _____

Billing Address: _____

Phone Number: _____ Email Address: _____

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* **Size:** Full Page **Special Position:** Full Page Advertorial
 Summer/Fall* Half Page Horizontal Inside Front Cover
 Half Page Vertical Inside Back Cover
 Quarter Page 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: _____

SUBMIT CONTRACT

Mail:

SCMA Marketing
Attn: Jenny Samples
P.O. Box 11188
Columbia, SC 29210

Fax:

803-772-6783

Email:

jsamples@scmedical.org



**South Carolina
Medical Association**

Voice of One. Power of Many.

1-800-327-1021 | www.scmedical.org