

Reporter

The Dauphin County Medical Society electronic newsletter, *Reporter*, is a professional society newsletter sent four times per year. Its purpose is to serve as a source of news and information on issues of importance and interest to physicians in the Central Pennsylvania area. The Society accepts paid display advertisements and classified ads from individuals, companies, hospitals and physician search companies informing members of their job placement positions, products or services.

2011 Publication Issues	Closing Dates
Spring	February 7, 2011
Summer	May 2, 2011
Fall	August 8, 2011
Winter	November 7, 2011

Payment Information

- Payment must accompany all advertising contracts.
- Payment is made to: DCMS.
- Cash discounts are not given.



Advertising Policy

Advertising will be accepted in the *Reporter* subject to the following guidelines:

- Advertisements will be accepted for products or services thought to be of interest to Central Pennsylvania physicians and will not be accepted for products or services thought to be in direct conflict with DCMS Board of Governors endorsed or sponsored programs or activities.
- Advertising which simulates reading matter will be plainly marked “advertisement” in a typeline above or below the insertion, in accordance with postal regulations.
- Advertisements will be placed on a first-come, first-served basis as space permits.
- Cancellation will not be accepted after the closing date (see deadlines). Payment must be submitted with advertisement. Any outstanding payments must be brought up-to-date before any new advertising will be inserted.
- Initial review of proposed advertising or classified ads will be made by the newsletter editor and/or the society executive director.
- Questions or problems regarding proposed advertising should be directed to the newsletter editor and/or the executive director. Problems which cannot be resolved by the editor or the executive director will be referred to the DCMS Board of Governors whose decision will be final.
- The Dauphin County Medical Society is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the *Reporter*.
- The Dauphin County Medical Society reserves the right to determine the placement of all advertisements.
- A signed contract and full payment must be submitted with each application prior to publication.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue if the publisher has not received new copy by issue deadline specified. All advertising changes require the submission of a new advertisement.

2011 Rate Schedule

Classified Ads:

The first two words of the ad will be presented in bold type. Proofs of Classified Ads will not be given.

Rates:

50 words or less	\$50
51-100 words	\$100
101-200 words	\$150
201-225 words	\$175

Requirements:

- All ads must be typed.

Display Ads:

Due to limited space, ads will be accepted and placed on a first come, first serve basis.

E-newsletter ads (per insertion)	Number of Insertions			
	1	2	3	4
Main column advertisement				
495 x 495 pixels	\$350.00	\$300.00	\$250.00	\$200.00
Side column advertisement				
330 x 330 pixels	\$250.00	\$200.00	\$150.00	\$100.00

Website advertisement

Only available with purchase of e-newsletter advertisement and will be placed on website all year.
\$200

Advertisement requirements:

- Advertisement can be in full color.
- Electronic files are required. Please submit in jpeg or gif format. Files can be emailed to kspargo@pamedsoc.org or sent via CD/ZIP disk.



The e-newsletter will be sent to the advertiser or to the agency.

If and when new advertising rates are announced, current advertisers will be protected at the specified cost for the period of their contract. Afterwhich, they will be subject to the prevailing rates.

2011 Advertising Contract

Deadline: See schedule for each issue found on page 1 of rate schedule.

Company: _____

Contact Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Type of Ad: Please select all that apply

Classified Ad E-newsletter Web banner

Ad Size

Main column Side column

Issue to Run Ad *(please check all that apply)*

Spring Summer Fall Winter

Payment Method

Cash Check *(payable to: DCMS)*

Amount Enclosed: \$ _____

When signed, this is a legally binding contract, with cancellation at the Dauphin County Medical Society's discretion.

(Signature of Advertiser)

Mail to:

Kristi Spargo

Reporter

DCMS

777 East Park Drive

PO Box 8820

Harrisburg, PA 17105-8820

Phone: (717) 558-7849

Fax: (717) 558-7841