

SCMS Bulletin – 2012 Advertising Agreement

The **SCMS Newsletter** is published 4 times a year by the Sangamon County Medical Society and provides the SCMS membership with information regarding upcoming events and news relating to the healthcare field. The **SCMS newsletter** is sent to all active and retired SCMS members as well as healthcare administrators in the area. The **SCMS Newsletter** accepts paid product or service advertisements. To arrange to have your advertisement published in an upcoming **SCMS Newsletter**, please fill out the information below and return to the SCMS office by fax 217-726-5403 or email to carol@scmsdocs.org

The 2012 advertising rate schedule is provided below.

° Send invoice here

° Send invoice here

Company name: _____
Contact person: _____
Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____
Signature: _____

Advertising agency (If applicable): _____
Contact person: _____
Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____
Signature: _____

Indicate ad size: All Ads are 1x and in B/W. If color is desired, please call for the costs.

- Full Page (7.5" x 10") \$450
- Half Page (7.5" x 5") \$325
- Business Card (3 ½" x 2 ½") \$150
- Back Cover, Half Page (7.5" x 5") \$375
- Quarter Page (3.5" x 4") \$180

General Information:

- Art work must be camera ready.
- Deadlines -
- Orders are accepted on space available.
- The Society retains the right to reject advertising in any of its publications.
- Circulation - Member physicians and others associated with healthcare.

Policy for Acceptance of Advertisements in Sangamon County Medical Society Publications:

This authorizes the placement of an advertisement in the SCMS Newsletter according to the above specifications. Invoices are mailed immediately following the release of the newsletter and terms are payable upon receipt.

The Medical Society may accept a limited number of paid advertisements for products or services that are relevant to the field of medicine and may be of interest to members with offices in Sangamon County. The income from published advertisements is intended to defray some of the cost of producing the publication. Acceptance of advertisements is entirely within the discretion of the Executive Board. Factors considered in accepting advertisements include, but are not limited to: limited space availability, the relevance of products or services to the membership, and the consistency of the advertisements with the ethical opinions or policies of the organization, and those of the Illinois State Medical Society. Acceptance of advertising in the Sangamon County Medical Society publications (printed or electronic) does not necessarily imply approval or endorsement of products or services advertised. (Statement may appear on any ad.)

**Sangamon County Medical Society – 2040 Timberbrook Ln, Springfield, IL 62702
Phone (217)726-5106 – Fax (217)726-5403 – carol@scmsdocs.org**