



DMJ
Dallas Medical Journal
Official Publication of the Dallas County Medical Society

| CLOSING DATES | |
|---------------|------------------|
| ISSUE DATE | ARTWORK DEADLINE |
| January | Dec 15 |
| February | Jan 15 |
| March | Feb 15 |
| April | Mar 15 |
| May | April 15 |
| June | May 15 |
| July | June 15 |
| August | July 15 |
| September | Aug 15 |
| October | Sept 15 |
| November | Oct 15 |
| December | Nov 15 |

NOTES

A signed *Dallas Medical Journal* "Display Advertising Contract" and first insertion payment must accompany placement. Monthly billings will follow. DCMS reserves the right to withhold insertion of any advertisement with a past due balance of 60 or more days. All advertising is subject to review and acceptance by the Communications Committee of DCMS. Prices are subject to change. Advertisements do not imply DCMS sponsorship or endorsement.

For more information contact:

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The *Dallas Medical Journal* is published monthly and is mailed the first week of the month for the issue date.

Advertising Rates

| | 12x | 9x | 6x | 3x | 1x |
|--------------|--------|--------|--------|--------|--------|
| Full page | \$1000 | \$1025 | \$1050 | \$1125 | \$1275 |
| Half page | \$750 | \$800 | \$835 | \$940 | \$1020 |
| Third page | \$610 | \$645 | \$730 | \$815 | \$995 |
| Quarter page | \$525 | \$565 | \$615 | \$690 | \$735 |

The Dallas Medical Journal is a full-color publication.

SPECIAL POSITION RATES
(MANDATORY 4-COLOR)

| | 12x | 9x | 6x | 3x | 1x |
|--------------------|--------|--------|--------|--------|--------|
| Back Cover | \$1325 | \$1395 | \$1430 | \$1510 | \$1590 |
| Center Spread | \$1590 | \$1690 | \$1785 | \$1885 | \$2065 |
| Inside Front Cover | \$1100 | \$1140 | \$1165 | \$1300 | \$1430 |
| Inside Back Cover | \$1075 | \$1100 | \$1140 | \$1265 | \$1395 |
| Across From: | \$1055 | \$1080 | \$1120 | \$1265 | \$1395 |

Inside Front/Back Covers, Table of Contents, President's Page, DCMS Member Spotlight

MECHANICAL REQUIREMENTS

- Method of Printing _____ Offset
- Binding _____ Saddle stitch
- Line Screen _____ 150
- Trim Size _____ 8 ½" x 11"
- Bleeds _____ add 1/8" to bleeding edges for trim
- Full Page 7.5" x 9.75"
- Full Page (with bleed) 8.75" x 11.25"
- Back Cover (with bleed) 8.75" x 9.125"
- Half Page 3.625" x 9.75" vertical
7.5" x 4.75" horizontal
- Third Page 3.625" x 6.625" vertical
7.5" x 3" horizontal
- Quarter Page 3.625" x 4.75" vertical
7.5" x 2.25" horizontal

Preferred Position

The preferred position rate for any ad is 15% of the cost of the advertisement. Advertisers may specify any available special placement other than those at special rates given above. For example, a right- or left-page position.

REQUIRED FORMAT

Electronic files should be high-resolution PDF with fonts and images embedded. Ads not submitted in this required format, and by deadline, are subject to additional fees or possible exclusion. Please label electronic files with your company name and insertion date.