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www.dallas-cms.org

DCMS e-Pulse

OFFICIAL E-NEWSLETTER OF THE DALLAS COUNTY MEDICAL SOCIETY

2012 DISPLAY ADVERTISING CONTRACT

Advertiser: _____

Date: _____

Contact: _____

Phone: _____

Mailing Address: _____

Fax: _____

City/State/Zip: _____

Email: _____

Billing Address: _____

Web site: _____

City/State/Zip: _____

I agree to insert a premium/ regular position ad in the e-Pulse for
\$_____ per insertion, which includes a _____ X frequency discount.

Comments: _____

Publication Dates: _____

- | | | | |
|------------|--------------|-------------|------------|
| ___ Jan 10 | ___ March 6 | ___ July 10 | ___ Oct 9 |
| ___ Jan 24 | ___ April 3 | ___ Aug 7 | ___ Oct 23 |
| ___ Feb 7 | ___ April 17 | ___ Aug 21 | ___ Nov 13 |
| ___ Feb 21 | ___ May 22 | ___ Sept 11 | ___ Dec 18 |
| | ___ June 12 | ___ Sept 25 | |

Cost per ad \$: _____

Total cost \$: _____

Payment & Billing: Ads must be paid in advance. Account balances not paid in full will subject advertiser to suspension of placement, regardless of contracted insertion dates, until such balance is paid in full. Agency placements are subject to suspension as any other advertiser. If a multi-run agreement is cancelled before the contract is completed, advertiser will be billed for one additional run at the contracted rate plus the difference of the frequency discount.

MECHANICAL REQUIREMENTS

Regular Ad (horizontal banner)

230 pixels wide X 150 pixels tall
(3.194in X 2.083in)

Premium Placement (horizontal banner)

690 pixels wide X 150 pixels tall
(9.2in X 2.83in)

Termination: Orders may be canceled if written notice is received by DCMS within 72 hours of date below. All advertising is subject to acceptance by the publishers of the e-Pulse who reserve the right to reject any advertisement and to cancel this agreement. Advertisements do not imply sponsorship or endorsement by DCMS.

Images need to be at 72 dpi resolution.

Premium placement constitutes a larger ad displayed prominently. Typically, only one premium ad will be available per publication.

Board Certification Policy: DCMS publishes board certifications approved by the American Board of Medical Specialties, American Osteopathic Association, and Royal College of Surgeons. Physician members wishing to designate an area of special interest in which their boards are not ABMS-, AOA-, or RCS-approved may use the following wording: "Specializing in"

Ad space is limited with each issue. Ads will be given to advertisers with first come, first serve basis. Ads are due one week (7 days) before publication date.

Agreement: I understand that by signing this Display Advertising Contract, I agree to place the advertisement referred to in this contract in the e-Pulse. I understand that the publisher will reserve this advertising space in a future issue based on my execution of this order form, and I understand that I am personally guaranteeing payment of the advertising cost referred to above I certify that I am authorized to place this order, and I guarantee payment. I have read and agree to the payment & billing, termination, and board certification policies; advertising terms, and conditions herein.

Please submit all artwork electronically to
mkallen@dallas-cms.org

Advertiser (or agent): _____

Date: _____

DCMS Executive Officer: _____

Date: _____