

DCMS e-Pulse

official e-newsletter of the Dallas County Medical Society

The DCMS e-Pulse is a bi-weekly* electronic publication of the Dallas County Medical Society. The e-Pulse will be e-mailed to our physician members and allows them to read the most current news and events in the local, state, and national medical communities. The e-Pulse also provides physician members with photos, links to important articles and upcoming dates on the DCMS calendar.

RATES and PUBLICATION CALENDAR 2012

January 10th 24th	February 7th 21st	March 6th	April 3rd 17th	May 22nd	June 12th
July 10th	August 7th 21st	September 11th 25th	October 9th 23rd	November 13th	December 18th

*The e-Pulse is distributed approximately 18 times a year on selected Tuesdays.

REGULAR AD

Frequency	Rate	Price**
1x		\$190
2x		\$175
3x		\$160
6x		\$145
9x		\$130
12x		\$115
15x		\$100
18x		\$85

**Price per issue.

PREMIUM AD

Frequency	Rate	Price**
1x		\$215
3x		\$200
6x		\$185
9x		\$160
12x		\$145
15x		\$130
18x		\$115

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)

Images need to be at 72 dpi resolution.

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