



2009/2010 *DCMS Directory*

ADVERTISING RATES AND MECHANICAL REQUIREMENTS

CLOSING DATE: APRIL 1, 2009

The *DCMS Directory* is a valuable reference tool that is used and trusted by physicians all over North Texas. Information in the *DCMS Directory* is up-to-date and reliable which is one reason why physicians frequently claim that one of the best perks of being a member of the Dallas County Medical Society is being listed in and receiving a copy of the *DCMS Directory*. Advertising in the *DCMS Directory* helps your company reach the high-profile audience of Dallas physicians.

The *DCMS Directory* is published annually in June, with distribution of 5,500 total copies. Members and advertisers receive one complimentary copy and additional copies can be purchased at an additional charge. Remaining copies are sold to area businesses.

In this directory, you will find:

- Up-to-date street and e-mail addresses, and telephone and fax numbers.
- Medical specialty and practice type information and photos.
- A listing of agencies, hospitals, and large group practices.
- Member physicians in local residency programs.
- Physician members of Collin/Fannin County Medical Society.

Page placements and preferences are assigned in order of payments received, with premium position holders having first right of refusal. Please call for exact availability and to be included on a waiting list. Available premium positions will be awarded by payments received and according to preferences stated on contract, respectively. Contracts and payment for premium positions must be complete by March 1, 2009, to retain position.

All artwork is due April 1, 2009. Electronic files should be high-resolution pdf with fonts and images embedded, or native files. Color ads submitted without a color proof may be subject to additional charges and DCMS is not responsible for color accuracy. Please label artwork by company name and insertion date. Any additional typesetting charges will be billed to the advertiser after publication.

Back Cover (4-color)	\$3,250	Section Divider Tabs (4-color)	\$1,475
Inside Covers (4-color)	\$1,450	Across From Inside Front/Back (B&W)	\$1,215
Pages 5-18 (B&W)	\$950	Across from Table of Contents (B&W)	\$1,215
Preffered Position (B&W)	\$950	Standard Full Page (B&W)	\$750
		Standard Half Page	\$575

Ad Sizes:

Full-page: 6.75" x 10" (vertical orientation only)
 Back Cover: 8.5" x 11" (vertical orientation only)
 Half-page: 6.75" x 4.875" (horizontal orientation)
 Half-page: 3.25" x 10" (vertical orientation)

Method of Printing: Offset

Halftone: 133 line screen preferred

All advertising is subject to approval by the publishers of the *DCMS Directory* who reserve the right to reject any advertisement. Advertisements do not imply sponsorship or endorsement by the Dallas County Medical Society.

DIRECT QUESTIONS TO:

Lauren Cowling
 lauren@dallas-cms.org
 214.413.1447

Jackie Campbell
 campbell@dallas-cms.org
 214.413.1428



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ADVERTISING CONTRACT

Advertiser name, as listed in the index _____

Contact person (please print) _____

Ad agency (if applicable) _____

Billing address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Web site _____ E-mail address _____

Person to receive complimentary copy _____

Address (if different) _____

To reserve space in the 2009/2010 DCMS Directory, payment is required with placement. Artwork must be received by April 1, 2009. Page placements are assigned in order of payments received. Any additional typesetting will be billed to the advertiser after publication of the directory.

Check one:
 Full payment enclosed. Payment will follow. No invoice necessary. Send invoice.

Position requested _____
Ad price \$ _____

Check one:
 New copy attached.
 Repeat previous ad.
 New copy to come.
Deadline April 1, 2009.

Payment & Billing: Premium position holders must have contract and payment in by March 1, 2009 to retain premium position. Standard pages must be paid in full by April 1, 2009. Account balances not paid in full will subject advertiser to suspension of placement, until such balance is paid in full. Agency placements are subject to suspension as any other advertiser. A \$50 discount is offered to premium position holders with full payment before January 15, 2009.

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 DCMS Directory who reserve the right to reject any advertisement and to cancel this agreement. Advertisements do not imply sponsorship or endorsement by DCMS.

Board Certification Policy: DCMS publishes board certifications approved by the American Board of Medical Specialties, American Osteopathic Association, and Royal College of Surgeons. DCMS also publishes board certifications that meet all the requirements of Rule 164.4 of the Texas State Board of Medical Examiners. 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."

Agreement: I understand that by signing this Advertising Contract, I agree to place the advertisement referred to in this contract in the DCMS Directory. I understand that the publisher will reserve this advertising space based on my execution of this order form after I have paid in full, 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.

Advertiser (or agent) _____ Date _____

DCMS C.O.O. _____ Date _____