Dallas Medical Journal

Rate Card

The Dallas Medical Journal is an editorial-based monthly magazine, which is mailed to all active member physicians. Because the DMJ reaches more than 80% of Dallas County physicians, it is the most efficient and effective way to reach DCMS member physicians.

With a visually appealing format and robust with information, the DMJ is an invaluable resource for area physicians. The content consists of topics relevant to the medical practice and business side of medicine, as well as legislative updates and member profiles.

### Monthly Advertising Rates

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<th>Number of Insertions</th>
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### Specialty Positions (Mandatory Full Page)

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<table>
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<table>
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Other Special Placement: Add $50 per insertion.

**Dimensions**

**Full Page** - 7.5” x 9.75” (8.75” x 11.25” w/ bleed)

- 2/3 - 5” x 9.75”
- 1/2 - 7.5” x 4.75”
- 1/3 - (H1) 7.5” x 3” (H2) 5” x 4.875” (V) 2.5” x 9.75”
- 1/4 - (V) 3.625” x 4.75”
- 1/6 - (H) 3.75” x 1.5” (V) 1.5” x 3.75”

DCMS Sales & Advertising • (214)-413-1456 • Fax (214)-946-5805
bearett@dallas-cms.org • www.dallas-cms.org
A study released in January 2013 found that 90% of doctors read print journals.

DCMS members consistently rank the DMJ as their most read regional and local medical publication.

For more information regarding the DMJ, contact Bearett Wolverton at 214-413-1456 or bearett@dallas-cms.org

Mechanical Specifications

Method of Printing: Offset

Binding: Saddle Stitch

Line Screen: 150

Trim Size: 8 1/2” x 11”

Bleeds: add 1/8” to bleeding edges for trim

Required Format

Electronic files should be high-resolution PDF with fonts and images embedded. Advertisements 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.

Artwork Deadline

All artwork for the Dallas Medical Journal is due by the 1st day of the month preceding the publication.

Payment and Billing

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.
Dallas Medical Journal

2017 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 _________ page ad in the Dallas Medical Journal for
$____ per insertion, which includes a _______ X frequency discount.

Publication Dates: ________________________________

| 4-Color | Circle: Vertical or Horizontal |
|________|____________________________|
|   ___Jan ___Apr ___July ___Oct   |
|   ___Feb ___May ___Aug ___Nov   |
|   ___Mar ___June ___Sept ___Dec |

Position Upgrade: ________________________________

Comments: ________________________________

______________________________
COST:

Ad Price: ________________________________

Agency Discount: ________________________________

Total Cost: ________________________________

Payment & Billing: First month must be paid in advance; multi-insertion accounts will be billed monthly thereafter. 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.

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 Dallas Medical Journal 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. 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 Display Advertising Contract, I agree to place the advertisement referred to in this contract in the Dallas Medical Journal. I understand that the publisher will reserve this advertising space in a future issue based on my execution of this order form, and I certify that I am authorized to place this order on behalf of the organization that is guaranteeing payment of the advertising cost referred to above. I have read and agree to the payment & billing, termination, and board certification policies; advertising terms, and conditions herein.

Advertiser (or agent): ________________________________ Date: ______________

DCMS Officer: ________________________________ Date: ______________

revised 10/2016