



# 2020/2021 DCMS Directory

## ADVERTISING RATES & MECHANICAL REQUIREMENTS

**Closing Date: April 1, 2020**

The DCMS Directory is a valuable reference tool that is used and trusted by physicians throughout North Texas. Information in the DCMS Directory is up to date and reliable, and physicians often say that one of the best perks of being a DCMS member is being listed in and receiving a copy of the DCMS Directory. By advertising in the DCMS Directory, you'll reach the high-profile audience of Dallas physicians.

The DCMS Directory is published annually in June, with a distribution of 4,500 copies. Members and advertisers receive one complimentary copy, and additional copies can be purchased. Remaining copies are sold to area businesses.

In the DCMS Directory, you'll find:

- Up-to-date street and email addresses, and telephone and fax numbers
- Physician medical specialty, practice type information and photo
- A list of agencies, hospitals and large group practices
- Names of member physicians enrolled in local residency programs

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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, 2020, to retain position.

All artwork is due April 1, 2020. 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.

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Back Cover ( 4-color)	\$3,650	Premium Section Divider Sheets (4-color)	\$1,695
Inside Covers (4-color)	\$1,900	Across From Inside Front/Back (B&W)	\$1,550
Pages 5 – 20 (B&W)	\$1,100	Across from Table of Contents (B&W)	\$1,550
Preferred Position (B&W)	\$975	Standard Full Page (B&W)	\$750
		Standard Half Page (B&W)	\$575

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### Ad Sizes:

Full-page: 4.5" x 7.5" (vertical orientation only)

Half-page: 4.5" x 3.5" (horizontal orientation only)

Method of Printing: Offset

Resolution: 300 dpi

Color: CMYK

Premium Section Divider Sheets will include a solid 0.5-inch border on the edge of the page to signify the contents within the section in which it is placed. All advertising is subject to approval by the publishers of the DCMS Directory. Advertisements do not imply sponsorship or endorsement by the Dallas County Medical Society.

### CONTACT:

Lindsey Dawson

[lindsey@dallas-cms.org](mailto:lindsey@dallas-cms.org)

817-966-0235



# 2020/2021 DCMS Directory

## 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 \_\_\_\_\_ Email address \_\_\_\_\_

Person to receive complimentary copy \_\_\_\_\_

Address (if different) \_\_\_\_\_

**To reserve space in the 2020/2021 DCMS Directory, payment is required with placement.**

Artwork must be received by April 1, 2020. 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 \$ \_\_\_\_\_

2<sup>nd</sup> choice (optional) \_\_\_\_\_

Ad price \$ \_\_\_\_\_

**Check one:**

- New copy attached.
- Repeat previous ad.
- New copy to come.

DCMS reserves the right to change the size and formatting of the Directory, which may require the advertiser to submit new artwork.

**Payment & Billing:** Premium position holders must have contract AND payment in by **March 1, 2020**, to retain premium position. Standard pages must be paid in full by April 1, 2020. Until balance is paid in full, advertiser will be subject to suspension of placement. Agency placements also are subject to suspension.

**Termination:** Orders may be canceled if DCMS receives written notice within 72 hours of the date below. All advertising is subject to acceptance by the publishers of the DCMS Directory, who are authorized to cancel this agreement.

**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 requirements of Rule 164.4 of the Texas State Board of Medical Examiners. Physician members can designate an area of special interest in which their boards are not ABMS-, AOA-, or RCS-approved by using this 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. I understand that advertisements do not imply sponsorship or endorsement by DCMS. I certify that I am authorized to place this order, and I guarantee payment on behalf of the organization placing this order. 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 \_\_\_\_\_