



DCMS ePulse

Official e-newsletter of the Dallas County Medical Society

The DCMS ePulse is a twice-monthly electronic publication of the Dallas County Medical Society that is emailed to all our physician members. Each issue contains current news and events in the local, state, and national medical communities. The ePulse also provides physician members articles from the latest issue of the Dallas Medical Journal, with photos, links to articles and events on the DCMS calendar.

2019 Publication Calendar and Rates

January 8 th 22 nd	February 5 th 19 th	March 5 th 19 th	April 2 nd 16 th 30 th	May 14 th 28 th	June 11 th 25 th
July 9 th 23 rd	August 6 th 20 th	September 10 th 24 th	October 8 th 22 nd	November 5 th 19 th	December 10 th

The ePulse is distributed approximately 24 times a year on selected Tuesdays.

Regular Ad

Price per issue.	Frequency Rate	Price
	1x	\$200
	6x	\$150
	12x	\$125
	24x	\$100

Premium Ad

Price per issue.	Frequency Rate	Price
	1x	\$250
	6x	\$200
	12x	\$150
	24x	\$125

Mechanical Requirements

Advertisement Artwork (horizontal banner)
690 pixels wide x 200 pixels tall
(9.2 in x 3.33 in)

Images must be at least 72 dpi resolution. "Premium placement" means the ad will be placed closer to the top of the newsletter. Only one premium ad will be available per issue.



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2019 ePULSE 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.

Link: ___ PDF ___ Email ___ Web site

Link Information: _____

PUBLICATION DATES

___ Jan 8	___ Apr 2	___ Jun 25	___ Sept 24
___ Jan 22	___ Apr 16	___ Jul 9	___ Oct 8
___ Feb 5	___ Apr 30	___ Jul 23	___ Oct 22
___ Feb 19	___ May 14	___ Aug 6	___ Nov 5
___ Mar 5	___ May 28	___ Aug 20	___ Nov 19
___ Mar 19	___ Jun 11	___ Sept 10	___ Dec 10

Cost per ad: _____

Total cost: _____

Payment & Billing: Ads must be paid for in advance. Account balances not paid in full will subject advertiser, including agencies, to suspension of placement, regardless of contracted insertion dates, until balance is paid in full. If a multirun 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 DCMS receives written notice within 72 hours of date below. The publishers of the ePulse reserve the right to reject any advertisement and to cancel this agreement. Advertisements do not imply DCMS sponsorship or endorsement.

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 ePulse Advertising Contract, I agree to place the advertisement referred to in this contract in the DCMS ePulse electronic publication. 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.

MECHANICAL REQUIREMENTS

(horizontal banner)

690 pixels wide x 200 pixels tall
(9.2 in x 3.33 in)

Images must be at 72 dpi resolution. Premium placement constitutes a larger ad displayed prominently. Typically, one premium ad will be available per publication.

Ad space is limited in each issue. Ads will be included on a first-come, first-served basis. Ad artwork is due one week (7 days) before publication date.

Please submit all artwork electronically to Lindsey Dawson at lindsey@dallas-cms.org.

Advertiser (or agent): _____

Date: _____

DCMS Officer: _____

Date: _____