



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.

## 2020 Publication Calendar and Rates

<b>January</b> 7 <sup>th</sup> 21 <sup>st</sup>	<b>February</b> 4 <sup>th</sup> 18 <sup>th</sup>	<b>March</b> 3 <sup>rd</sup> 17 <sup>th</sup> 31 <sup>st</sup>	<b>April</b> 14 <sup>th</sup> 28 <sup>th</sup>	<b>May</b> 12 <sup>th</sup> 26 <sup>th</sup>	<b>June</b> 9 <sup>th</sup> 23 <sup>rd</sup>
<b>July</b> 7 <sup>th</sup> 21 <sup>st</sup>	<b>August</b> 4 <sup>th</sup> 18 <sup>th</sup>	<b>September</b> 1 <sup>st</sup> 15 <sup>th</sup> 29 <sup>th</sup>	<b>October</b> 13 <sup>th</sup> 27 <sup>th</sup>	<b>November</b> 10 <sup>th</sup>	<b>December</b> 1 <sup>st</sup> 15 <sup>th</sup>

*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.*



# DCMS ePulse

Official e-newsletter of the Dallas County Medical Society

## 2020 ePULSE ADVERTISING CONTRACT

Advertiser: \_\_\_\_\_

Date: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Fax: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Email: \_\_\_\_\_

Web site: \_\_\_\_\_

Link: \_\_\_ PDF \_\_\_ Email \_\_\_ Web site

Link Information: \_\_\_\_\_

\_\_\_\_\_

Cost per ad: \_\_\_\_\_

Total cost: \_\_\_\_\_

I agree to insert a premium / regular position ad in the e-Pulse for \$\_\_\_\_\_ per insertion, which includes a \_\_\_\_\_ X frequency discount.

### PUBLICATION DATES

- |                                 |                                 |                                  |                                 |
|---------------------------------|---------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Jan 7  | <input type="checkbox"/> Apr 14 | <input type="checkbox"/> Jul 7   | <input type="checkbox"/> Oct 13 |
| <input type="checkbox"/> Jan 21 | <input type="checkbox"/> Apr 28 | <input type="checkbox"/> Jul 21  | <input type="checkbox"/> Oct 27 |
| <input type="checkbox"/> Feb 4  | <input type="checkbox"/> May 12 | <input type="checkbox"/> Aug 4   | <input type="checkbox"/> Nov 10 |
| <input type="checkbox"/> Feb 18 | <input type="checkbox"/> May 26 | <input type="checkbox"/> Aug 18  | <input type="checkbox"/> Dec 1  |
| <input type="checkbox"/> Mar 3  | <input type="checkbox"/> Jun 9  | <input type="checkbox"/> Sept 1  | <input type="checkbox"/> Dec 15 |
| <input type="checkbox"/> Mar 17 | <input type="checkbox"/> Jun 23 | <input type="checkbox"/> Sept 15 |                                 |
| <input type="checkbox"/> Mar 31 |                                 | <input type="checkbox"/> Sept 29 |                                 |

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

Advertiser (or agent): \_\_\_\_\_

Date: \_\_\_\_\_

DCMS Officer: \_\_\_\_\_

Date: \_\_\_\_\_