

South Dakota medicine

The Journal of the South Dakota
State Medical Association

Advertising Rates & Technical Specifications

South Dakota *Medicine* is a monthly journal for physicians. With more than 2,000 subscribers, *South Dakota Medicine* reaches 85 percent of the licensed doctors of medicine practicing in the state.

South Dakota physicians want South Dakota-specific news about medical economics, law, public health, and legislation in a lively, readable format. That's what *South Dakota Medicine* delivers. In addition to thought-provoking feature articles on timely topics, each issue also contains a section of peer-reviewed clinical articles of particular interest to South Dakota doctors.

South Dakota Medicine is published by the South Dakota State Medical Association.

AD RATES

Advertising Rates Per Page

Ad Size	1x	3x	6x	12x
Full pg - 4 color	\$266	\$256	\$246	\$226
1/2 pg - 4 color	183	173	163	143
1/4 pg - 4 color	143	133	123	96
1/8 pg - 4 color	123	113	103	83

*Add \$150 for cover placement

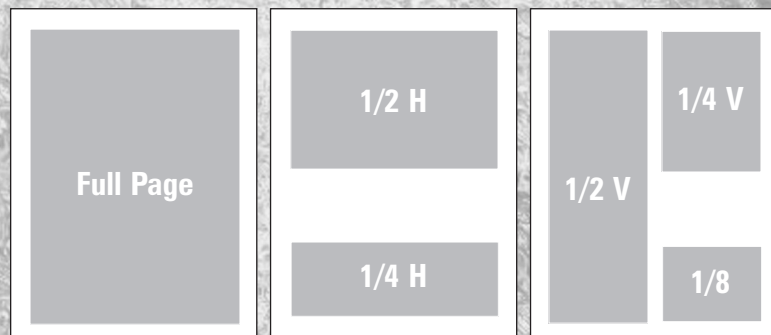
(Cover placement requires a 12 month commitment.)

Physician Directory Ad Rates

Full Page	1/2 Page	1/4 Page	1/8 Page
\$2,250	\$1,450	\$1,050	\$750

Physician Directory advertising is included in the back of each issue of *South Dakota Medicine*. Physician Directory ads are 4 color and are purchased for 12 months. Ads are grouped together by specialty.

List Classifieds @ \$99/month



AD DIMENSIONS

Ad Size	Non-Bleed	Bleed
Full	7-1/4 x 9-3/4	8-1/2 x 11-1/8
1/2 Horizontal	7-1/4 x 4-3/4	
1/2 Vertical	3-1/2 x 9-3/4	
1/4 Horizontal	7-1/4 x 2-1/2	
1/4 Vertical	3-1/2 x 4-3/4	
1/8 Horizontal	3-1/2 x 2-3/8	
Trim Size	8-1/4 x 10-7/8	

ADVERTISING TERMS AND CONDITIONS

The South Dakota State Medical Association (SDSMA) shall accept advertisements for print in the SDSMA journal, *South Dakota Medicine*. Advertisers who wish to place ads must ensure their ads meet the SDSMA's advertising principles.

As a matter of policy, the SDSMA will sell advertising space in *South Dakota Medicine* when the inclusion of advertising does not interfere with the mission or objectives of the SDSMA or its publication. To maintain integrity of the journal, advertising cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content.

Accepted advertisements shall include organizations, products, services or companies of interest to physicians and the medical community. The SDSMA reserves the right to deny placement of advertisements if, at SDSMA's sole discretion, it determines that such advertisement is not in the best interest of the SDSMA or members of the medical community. The SDSMA will deny advertisements that: suggest or imply affiliation with, or sponsorship or endorsement of: a particular organization, product or service by the SDSMA; promote the use of tobacco products or alcoholic beverages; or are deemed distasteful.

DISPLAY ADVERTISING

Display ads are full-, half-, quarter- and eighth-page in size and 4 color. The cost of display ads vary according to size, and frequency.

Earned Rates: Rates based on frequency within a 12-month period for full and half pages.

Covers and Preferred Positions: Costs and availability furnished upon request.

Insert Furnished by Advertiser: Costs furnished upon request.

Copy for an ad in our Journal should be in our office no later than the 1st of the month prior to the month of publication. Prior to publication, you will receive a proof of your ad for your review and corrections. Following publication, you will receive a copy of the issue in which your ad appears and also a bill.

CLASSIFIED ADVERTISING

Classified Ads are quarter-page vertical (3-1/8" x 4-7/16") and boxed. There is no word limit. The cost is \$99 each time the ad is published.

The copy should be typed on plain paper, along with a cover letter stating the number of times it should run, the months it should run and the person/firm and address to be billed.

The copy should be received at this office by the first of the month prior to the month of publication. Prior to publication, you will receive a proof of your ad for your review and corrections. Following publication, you will receive a tear sheet and a bill for \$89.

Physician Directory Ads: Physician Directory advertising is included in the back of each issue of *South Dakota Medicine*. Physician Directory ads are 4 color and are purchased for 12 months. Ads are grouped together by specialty. (See front for rates)

GRAPHIC SERVICES

South Dakota Medicine will provide limited typesetting and graphics assistance for an hourly charge based on quarter-hour increments.

MECHANICAL SPECIFICATIONS

Dimensions. See tables. Ads should be designed so they can be placed on either left or right pages.

File Type. Please prepare your ad for submission as a PDF or Photoshop EPS file.

Type/Fonts. Adobe Type 1 fonts are preferred. Choose bold or italic fonts when needed; don't apply bold or italic styles to plain fonts your type will not output correctly. To avoid font issues with EPS files, convert your EPS file's fonts to outlines. Do not use four-color black type.

Crop Marks/Bleed. Use crop marks to indicate bleed and trim. Offset your crop marks enough to keep them out of the bleed. Build a 1/8" bleed into files.

Image Resolution. All images must be at least 300 dpi.

Colors. Use process CMYK colors (not RGB, spot, or index colors). Do not embed color profiles in image files.

Density of Tone. In black-and-white ads, a tone density greater than 85 percent may fill in on press. For four-color, the sum of percentage tone values should not exceed 300 percent, with no more than one color printing solid. Two colors should not exceed 170 percent with one color solid or both colors screened.

Problems. Any disk intervention required by *South Dakota Medicine* or our printer may result in additional charges to the advertiser. If we encounter a minor problem with your ad, we will ask you to correct

the problem and submit a revised file via e-mail or CD or DVD via overnight delivery, assuming our deadline permits it.

The most common problems include low-resolution images, missing fonts, incorrect ad sizes, images not converted to CMYK, text outside the safety area, excessive density of tone, ads created in nonstandard applications, embedded color profiles that add LAB color and lack of bleed on bleed files.

DEADLINES, CLOSING DATES, AND CANCELLATIONS

Space Reservation (Signed Contract). Insertion orders/advertising contracts are due on the first of the month prior to the month of publication. Advertising schedule must be completed within one year from first publish date.

Artwork Deadline: Digital files must be received by the first of the month prior to the month of publication. A laser proof must also be received by the first of the month prior to the month of publication. When the deadline falls on a non-business day, electronic files are due on the preceding business day. *South Dakota Medicine* is not responsible for reproduction quality of materials received after the deadline.

Cancellations. No cancellations will be accepted after the first of the month preceding publication.

Sending Ads. Send ads electronically to Megan Myers at mmyers@sdsma.org or send on CD or DVD to:

South Dakota Medicine
Megan Myers
PO Box 7406
2600 W. 49th Street, Suite 200
Sioux Falls, SD 57117-7406

Scan files with a virus checker before sending. Ship using a trackable carrier if not using e-mail.

PAYMENT

Advertisers are invoiced and required to send payment following publication of ads in *South Dakota Medicine*.

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Please return to: Megan Myers, Staff Editor, South Dakota Medicine, PO Box 7406, Sioux Falls, SD 57117-7406. Phone: 605.336.1965, Fax: 605.274.3274, E-mail: mmyers@sdsma.org

Advertising Contract

Advertising Company: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____

Ad Specifications

Ad Placement (please circle): Display Physician Directory Classified

Ad Size: _____

Ad Rate: \$ _____ Insertion Date(s): _____ Contract Terms (frequency/#): _____

Comments: _____

Send tear sheet to: [] Advertiser [] Ad Agency Send invoice to: [] Advertiser [] Ad Agency

Ad Agency Information (if different from above)

Advertising Agency: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____

I have reviewed and agree to the terms outlined in the South Dakota Medicine advertising terms and conditions.

Authorized Signature: _____ Title: _____