

# 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 2,000 subscribers, *South Dakota Medicine* reaches licensed physicians 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 physicians.

*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	\$385	\$375	\$360	\$350
1/2 pg - 4 color	\$300	\$290	\$275	\$265
1/4 pg - 4 color	\$240	\$230	\$215	\$205
1/8 pg - 4 color	\$215	\$205	\$190	\$180

All ads are 4-color

### Cover Placement

Add \$235 to the above 12x full-page rate for cover placement

*Cover placement requires a 12-month commitment.*

### Classified Ad Rates

#### 1/4 Page

\$175/month

Classified advertising is quarter-page in size and is included in the back section of *South Dakota Medicine*.

## AD DIMENSIONS



Ad Size	Non-Bleed	Bleed
Full	7 3/8 x 10	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	