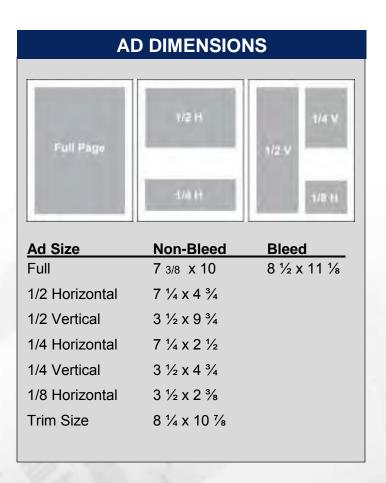


South Dakota Medicine is a monthly medical journal published by the South Dakota State Medical Association (SDSMA).

South Dakota Medicine has been published for more than 100 years and is sent to 2,000 subscribers, delivering high-quality, peer-reviewed research and clinical content to physicians, medical educators, researchers, practice locations, and state agencies. Each issue also contains association news and updates.

, and a	AD RAT	ES		
Advertising Rates	s Per Pa	ge		
Ad Size	1x	3x	6x	12x
Full pg - 4 color	\$455	\$440	\$425	\$395
1/2 pg - 4 color	\$370	\$350	\$335	\$305
1/4 pg - 4 color	\$295	\$275	\$260	\$245
1/8 pg - 4 color	\$230	\$220	\$210	\$200
A	ll ads are 4	-color		
Cover Placement	t			
Add \$230 to the above cover placement	12x full-pag	ge rate fo	r	
Cover placement requires	a 12-month	commitme	ent.	
Classified Ad Rat	tes			
	1/4 Page			
\$2	25/month			
Classified advertising is	quarter-pa	ge in size	e.	



### **ADVERTISING TERMS AND CONDITIONS**

The South Dakota State Medical Association (SDSMA) accepts advertisements for print in its journal, *South Dakota Medicine*. Advertisers 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 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 the 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, or advertisers who are not in good financial standing with the SDSMA.

#### **DISPLAY ADVERTISING**

Display ads are full, half, quarter and eighthpage in size and 4-color. The cost of display ads vary according to size and frequency. See the ad rates table for pricing information.

**Earned rates**: Rates are based on frequency within a 12-month period. See previous page for rates.

### Covers and preferred placement:

Availability furnished upon request.

**Insert furnished by advertiser**: Costs furnished upon request.

Copy for an ad in the journal must be received no later than the 1st day of the month prior to the month of publication. Advertisers will receive a tear sheet and an invoice.

#### **CLASSIFIED ADVERTISING**

Classified ads are quarter-page vertical (3-1/8 inches x 4-7/16 inches) and boxed. There is no word limit. The cost is \$175 each time the ad is published.

The ad can be submitted printer-ready or copy can be submitted Microsoft Word. Please state the number of times the ad should run, the month(s) it should run and billing address. A company logo should be sent to be included with the ad.

The copy should be received by the 1st of the month prior to the month of publication. Advertisers will receive a tear sheet and an invoice.

#### **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 previous page for specs. **File type**: Please submit your ad as a PDF file.

Bleed: Build a 1/8-inch bleed into files.

# DEADLINES, CLOSING DATES AND CANCELLATIONS

**Space reservation (signed agreement):** Insertion orders/advertising contracts are due on the 1st day of the month prior to the month of publication.

Artwork deadline: Ads must be received by the 1st day of the month prior to the month of publication. For example, an ad running in March must be received by February 1. When the deadline falls on a non-business day, ads are due 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 1st of the month preceding publication.

**Contact person**: Please send ads to Elizabeth Reiss, *South Dakota Medicine* staff editor, at ereiss@sdsma.org.

#### **PAYMENT**

Advertisers are invoiced monthly and required to send payment within 30 days of the invoice. Advertising agencies representing advertisers are responsible for make financial arrangements and complete payment by the date indicated on the invoice. Advertisers who are not in good standing may be denied future advertising.

For more information, contact:

South Dakota Medicine Elizabeth Reiss ereiss@sdsma.org 605.336.1965 2600 W 49th St Ste 100 Sioux Falls, SD 57105





Please return to: Elizabeth Reiss Staff Editor

South Dakota Medicine

Phone: Fax:

605.336.1965 605.274.3274

ereiss@sdsma.org

## **2024 Advertising Agreement**

Contact name						
illing address						
ity				State	ZIP	
hone		Email_				_
		Ad Spec	cifications			
d type (please circle one):	Display	Classified				
d size (please circle one):	Full page	1/2 page	1/4 page	1/8 page		
d rate \$ Insertion	n month(s)		_ Contract terr	<b>ns</b> (number of i	ssues the ad will run) _	
comments						
	Ad Age	ncy Inform				
Advertising agency	Ad Age	ncy Inform				
Advertising agency	Ad Age	ncy Inform				
Advertising agency Contact name	Ad Age	ncy Inform				
Advertising agency Contact name Address	Ad Age	ncy Inform				
Advertising agency Contact name Address City	Ad Age	ncy Inform		State		
Advertising agency Contact name Address City	Ad Age	ncy Inform	Email _	State	ZIP	
Advertising agency Contact name Address City Phone have reviewed and agree	Ad Age	utlined in the S	Email _	State Medicine adve	ZIP	