

** Revised on 4/17/2008

THE EL PASO PHYSICIAN 2010 RATE SHEET

THE EL PASO PHYSICIAN is the official publication of the El Paso County Medical Society and District One of the Texas Medical Association. It is published and distributed bi-monthly and has a circulation including local physicians, physicians in West Texas, East Texas and Southern New Mexico. Circulation is 1,700 issues. Content includes social, economic, political, legislative, and medical issues of interest to physicians, consumers, and staffs.

Page size will be 8 ½ x 11. Paper stock will be 80 lb. enamel text and 100 lb. enamel text for the cover. Pages will vary from 32 pages to 36 pages plus cover. **Saddle stitched, artwork will be 4-color processed or 1-color black camera-ready art.** This includes layout, typeset, and scanning.

ADVERTISING RATES

(Cost per Issue)

Front Cover (4-color plus 4-color process inside spread)	\$2,400.00
Front Cover (4-color plus 1-color process inside spread)	\$1,800.00
Inside Front Cover (Process Color) No longer available for 2010	\$1,200.00
Inside Back Cover (Process Color) No longer available for 2010	\$1,200.00
Outside Back Cover (Process Color) No longer available for 2010	\$1,200.00
Full Page Inside Body (Process Color)	\$1080.00
Full Page Inside Body (Blk & Wht)	\$600.00
Half Page Inside Body (Process Color)	\$540.00
Half Page Inside Body (Blk & Wht)	\$360.00
Third Page Inside Body (Blk & Wht)	\$318.00
Quarter Page Inside Body (Process Color)	\$330.00
Quarter Page Inside Body (Blk & Wht)	\$282.00

AD SIZES

1 page	8 ½ x 11 inches
½ p. horizontal	7 ½ x 4 ¾ inches
1/3 p. vertical	2 ¼ x 9 ¾ inches
1/3 p. square	4 ¾ x 4 ¾ inches
1/4 p. horizontal	5 x 3 ½ inches

CLASSIFIED AD SECTION

(Located in the back of the magazine)

\$96 per month for the 1st 8 lines, \$20 for each additional line

An additional \$30 for picture or logo adjustment

PROFESSIONAL CARD SECTION - (PER INDIVIDUAL)

(Located in the back of the magazine and Newsletter) **Doctors only**

8 Lines or less - \$200.00

More than 8 lines - \$300.00

Will run in 6 editions of the magazine and 6 editions of the newsletter - printed bi-monthly - Billed in November

THE EL PASO PHYSICIAN, published by the El Paso County Medical Society is a non-profit organization out to improve and inform the local medical community. Please submit artwork as a digital file in a EPS or TIF format to epmedsoc@aol.com. And prepress@airportprinting.com.

FOR MORE INFORMATION, PLEASE CALL EPCMS AT 533-0940



El Paso County Medical Society

THE EL PASO PHYSICIAN

**1301 Montana Avenue
El Paso, Texas 79902
Phone: (915) 533-0940
Fax: (915) 533-1188**

ADVERTISING AGREEMENT

The undersigned herein purchases the following space in The El Paso Physician. It is understood this contract is made subject to conditions on bottom hereof. Artwork and copy must be submitted in **camera-ready** art or film according to the deadlines.

IMPORTANT TO ADVERTISER:

1. The Publisher will not assume liability for any oral agreements.
2. Write all special agreements with representative on contact.
3. It is agreed this contract is not binding until accepted by the El Paso County Medical Society.
4. Firm name, address and phone number as shown shall be the criteria for correctness in the publication.
5. Publisher will furnish proof ad, only upon request, which must be returned within 10 days.

ADVERTISING SPECIFICATIONS:

AD SIZE

AD SPECS

DATES OF INSERTION

AD COST \$ _____ per Year/Month

PRINT NAME OF PERSON BUYING AD _____

CONTRACT TOTAL _____

COMPANY _____

Name of Company: (Print) _____

Address _____ Phone _____

City _____ State _____ Zip _____

EPCMS Executive Director **X** _____ Date _____

Advertiser **X** _____ Date _____

The conditions hereto listed are agreed to by the person(s) placing advertising (hereafter referred to as the "Advertiser" and the El Paso Physician and/or its representative (hereafter referred to as the "Publisher").

1. *Within the terms of this agreement, the Advertiser agrees to pay for all advertising reproduced by the Publisher. Payment will be made by the advertiser to the Publisher or his representative within twenty-five days of receipt of statement. The postmark on an envelope properly addressed to the Publisher shall be construed to be the date when payment is made.*
2. *If the Advertiser had failed to use the full amount of space herein agreed to at the end of the advertising period stated in this contract, or has terminated the contract prior to the date specified herein, the Advertiser shall pay an additional sum on published advertising equal to the difference between the rate earned in this contract and the amount due at the applicable rate for contracted space as stated in the Publisher's current rate card.*
3. *The Publisher reserves the right to cancel and withdraw from this contract at any time upon default of the Advertiser to pay the advertising bill or upon any other major breach of contract. Either party may terminate this agreement at any time by providing 30 days written notice to other party.*
4. *Publisher reserves the right upon 30 days notice to change his schedule advertising rates. Advertiser reserves the right to accept or decline such changes. If advertiser declines changes in advertising rates, and Publisher does not agree to the previously agreed upon rates, Advertiser may terminate contract without penalty.*
5. *The Publisher will obtain written consent in advance for any editing or changes in copy or art.*
6. *This Agreement shall be governed by the laws of the State of Texas.*
7. *Any special instructions should be submitted in writing to the publisher.*