

MetroDoctors

THE JOURNAL OF THE TWIN CITIES MEDICAL SOCIETY

Advertising Information

Reaching nearly 4,000 physicians, clinic managers and health care professionals in the seven county metro area via *MetroDoctors*, a publication of the Twin Cities Medical Society. A great choice to target your marketing in the Minneapolis/St. Paul metro area!

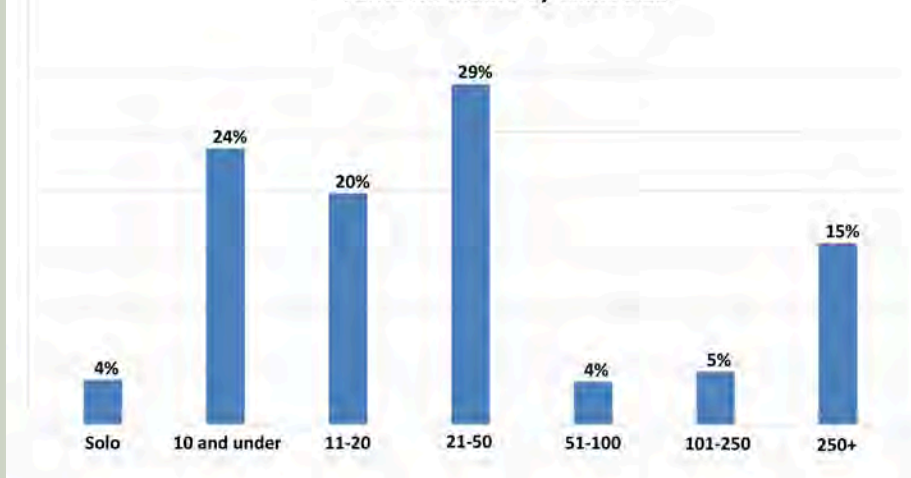
MetroDoctors is a key resource offering up-to-date, relevant editorial content reaching a unique and diverse population of physicians representing all specialties and sub-specialties; all stages of medicine from medical student to those in active practice and retired; and all sizes of practice from small independent offices, to large multi-specialty institutions.

"Advertising in MetroDoctors has generated more business for my practice than any other advertising we have done." Charles Crutchfield, III, MD, Crutchfield Dermatology

"MetroDoctors is one journal of all that I get that seems to anticipate the hot topics of the moment. I wouldn't miss it!" Thomas Flynn, MD, MN Oncology Hematology, PA



TCMS Members by Clinic Size



Top 5 Specialties Represented

1. Family Practice
2. Internal Medicine
3. Pediatrics
4. Anesthesiology
5. Ob/Gyn

Readership Profile

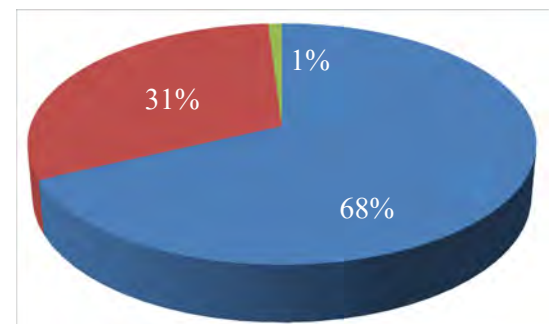
Distribution: 6 times per year

Print Circulation: 3,800

Electronic Circulation: 3,500

(distributed electronically to members plus medical students)

- 68% Physicians
- 31% Clinic Managers
- 1% Health Professionals



Over 85% of those surveyed read or scan nearly every issue of *MetroDoctors*!

Contact the *MetroDoctors* Ad Sales Office

Betsy Pierre: Betsy@pierreproductions.com

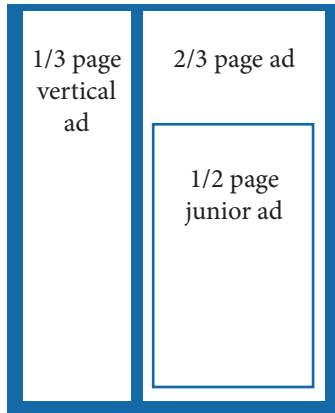
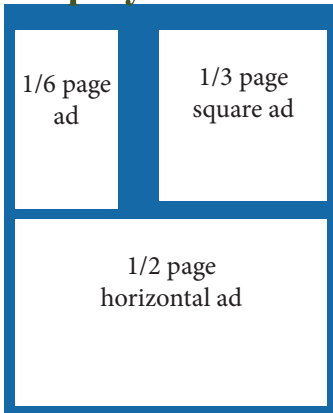
Ph: 763.295.5420 Fax: 763.322.5011

Advertising Rates

Size of Ad	1x	3x	6x	Special*
Editorial + Ad Package available - see below box.				
Outside Back Cover	\$1589	\$1539	\$1499	\$1199
Inside Front Cover	\$1589	\$1539	\$1499	\$1199
Opposite Inside Front Cover	\$1169	\$1109	\$1049	\$926
Inside Back Cover	\$1169	\$1109	\$1049	\$926
Full Page	\$936	\$859	\$779	\$686
2/3 Page	\$829	\$769	\$686	\$604
1/2 Page	\$724	\$665	\$594	\$524
1/3 Page	\$619	\$569	\$499	\$442
1/6 Page	\$479	\$432	\$379	\$341

*Special rates apply to new physician announcements and to physician recruitment ads. A discounted online recruitment option is available to print recruitment advertisers. See bottom right box.

Display Ad Sizes



Mechanical Requirements

Ad Size	Width	x	Height
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"
Full Page	7 3/8"	x	10"
2/3 Page	4 13/16"	x	9 13/16"
1/2 Page Horizontal	7 3/8"	x	4 5/8"
1/2 Page Junior	4 13/16"	x	7 3/8"
1/3 Page Square	4 13/16"	x	4 5/8"
1/3 Page Vertical	2 5/16"	x	9 13/16"
1/6 Page	2 5/16"	x	4 5/8"

Prefer black & white?

Ad rates may be reduced by \$160 for black & white ads.

Classified Ads

\$1.25 per word / \$40 minimum

Editorial + Ad Package*

Editorial contributors are seen as industry leaders - Consider this option!

One Page Editorial + 1/2 Page Advertisement: \$2,000
One Page Editorial + Full Page Advertisement: \$2,500**

*Advertiser and editorial content must be approved by the MetroDoctors managing editor.

**Cover or preferred position if available.

Issues & Deadlines

Issue	Deadline
Jan/Feb	Nov 15
Mar/April	Jan 15
May/June	Mar 15
Jul/Aug	May 15
Sept/Oct	Jul 15
Nov/Dec	Sept 15

Betsy Pierre

Ad Sales Manager

P: 763.295.5420

Betsy@pierreproductions.com F: 763.322.5011



Online Advertising

Reach your customers electronically with the Twin Cities Medical Society.

TCMS Website www.MetroDoctors.com

The newly designed online resource of the Twin Cities Medical Society. Ad will appear on the homepage.



Website Rates

Exclusive - \$299/month. This position is limited to 1 advertiser each month.

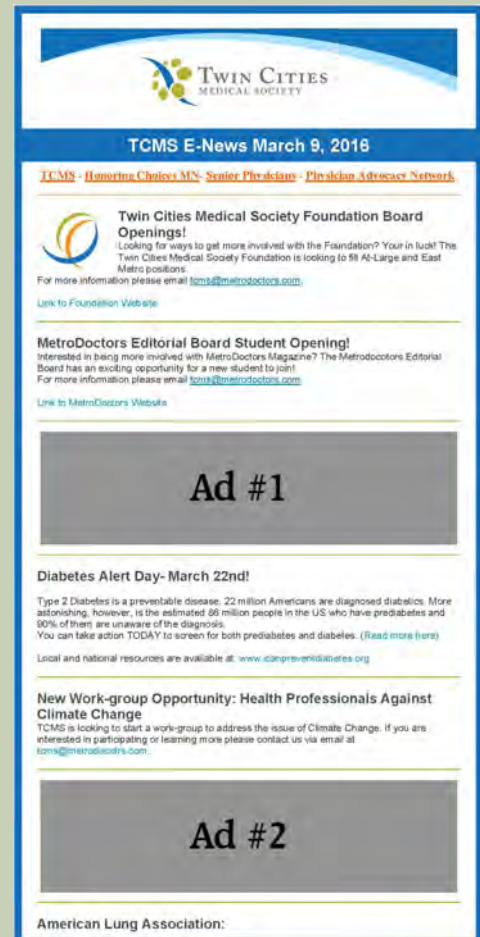
Ad Size - 560w x 150h pixels

*Bonus Package

Choose both the www.MetroDoctors.com and the eNews options for only \$399/month!

Twin Cities Medical Society eNewsletter

The eNews of the Twin Cities Medical Society is sent to approximately 3,800 monthly subscribers with an average open rate of 25-30%.



eNewsletter Rates

Distribution - Sent monthly during the third week.

Ad Size - 560w x 150h pixels.

Cost* - \$195/run. Limited to 2 advertisers.

Contact the *MetroDoctors* Ad Sales Office

Betsy Pierre: Betsy@pierreproductions.com

Ph: 763.295.5420 Fax: 763.322.5011



Advertising Insertion Order

Please reserve the following ad placements -
reference current rate card

Complete and fax to 763-322-5011

Advertiser Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

MetroDoctors Magazine - Full Color Ad Order

Size/Format: _____ **# of Insertions:** _____ **Base Rate: \$** _____ **per Insertion**

Placement request: _____ **Added Fee: \$** _____ **per Insertion**

Ad Total: \$ _____ **per Insertion**

Notes: _____

Issues to run: <i>(see rate card for deadlines)</i>	_____ January/February	20_____	_____ July/August	20_____
	_____ March/April	20_____	_____ September/October	20_____
	_____ May/June	20_____	_____ November/December	20_____

Electronic Advertising

www.MetroDoctors.com - _____ **Banner Ad - \$299/month**

TCMS eNewsletter - _____ **Ad - \$195/month**

Bonus Package - _____ **Shared www.MetroDoctors.com Banner Ad+ENews Ad - \$399/month**

Notes: _____

URL for linking ad: _____

Issues to run: <i>(see rate card for deadlines)</i>	_____ January	20_____	_____ May	20_____	_____ September	20_____
	_____ February	20_____	_____ June	20_____	_____ October	20_____
	_____ March	20_____	_____ July	20_____	_____ November	20_____
	_____ April	20_____	_____ August	20_____	_____ December	20_____

Signing below constitutes agreement to the details listed above and to the MetroDoctors General Terms & Conditions.

Advertiser's Signature

Date

Your MetroDoctors Ad Sales Reps:
Betsy Pierre - 763-295-5420 / betsy@pierreproductions.com

Mechanical Requirements

<u>MetroDoctors Art Submission:</u>	Press quality PDFs preferred with fonts embedded.
<u>Dimensions:</u>	Refer to rate card for ad dimensions.
<u>Full Color:</u>	For full color art, please make sure art separates CMYK (Not RGB).
<u>Ad creation:</u>	There is a \$50 minimum fee for ad creation – advertiser supplies copy and art elements.
<u>Send artwork to:</u>	Betsy Pierre – betsy@pierreproductions.com / 763-295-5420
<u>eAd Art Submission:</u>	Please send .jpg or .gif file to betsy@pierreproductions.com / 763-295-5420

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication--the Twin Cities Medical Society.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submit artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Artwork will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Preferred placements are non-cancellable. Other cancellations must be made within 30 days in advance of the artwork deadline.