

# MetroDoctors

THE JOURNAL OF THE TWIN CITIES MEDICAL SOCIETY

## Advertising Information

Reaching over 6,100 physicians, clinic managers and healthcare 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

## Readership Profile

**Distribution:** 4 times per year

**Circulation:** 3,500

Print distribution to members and Clinic Managers. Bonus electronic distribution also includes residents and medical students via eNews.

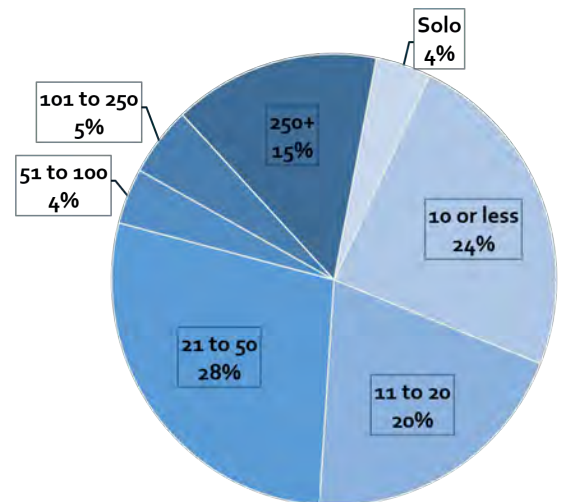
### Audience:

68% Physician Members  
31% Clinic Managers  
1% Other Health Professionals

### Top Specialties Represented:

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

### TCMS Members by Clinic Size

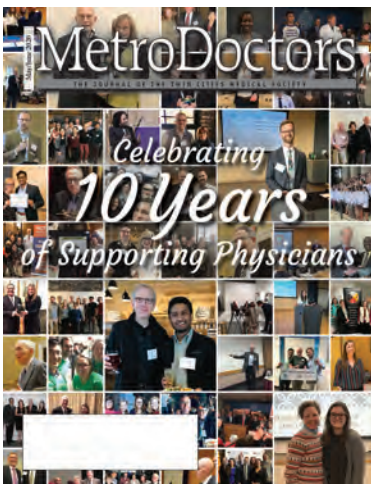
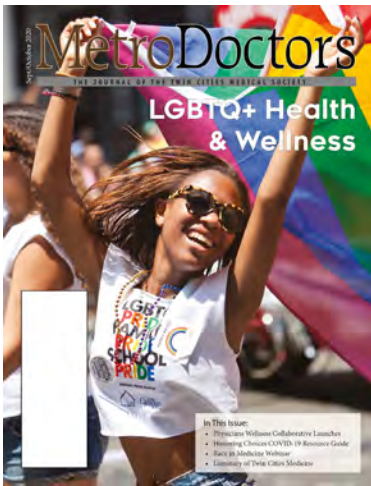


*Over 85% of those surveyed read or scan nearly every issue of MetroDoctors!*

Contact the **MetroDoctors Ad Sales Office**

Betsy Pierre: [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

763-295-5420



## Advertising Rates

Size of Ad	1x	4x	Special*
<i>Editorial + Ad Package available - see box below</i>			
Outside Back Cover	\$1589	\$1499	\$1199
Inside Front Cover	\$1589	\$1499	\$1199
Opposite Front Cover	\$1169	\$1049	\$926
Inside Back Cover	\$1169	\$1049	\$926
Full Page	\$936	\$799	\$686
2/3 Page	\$829	\$686	\$604
1/2 Page	\$724	\$594	\$524
1/3 Page	\$619	\$499	\$442
1/6 Page	\$479	\$379	\$341

\*Special rates apply to new physician announcements and to physician recruitment ads.

## Editorial + Ad Package\*

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

Size	1x
One Page Editorial + Full Page** Advertisement	\$2500
One Page Editorial + 1/2 Page Advertisement	\$2000

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

\*\*Cover or preferred position if available.

## Issue & Deadlines

Issue	Deadline
Spring (early March)	Jan 25
Summer (early June)	April 25
Fall (early September)	July 25
Winter (early December)	Oct 25

## Mechanical Requirements

Ad Dimensions	Width	x	Height
<i>Keep crop marks .25" outside trim</i>			
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"

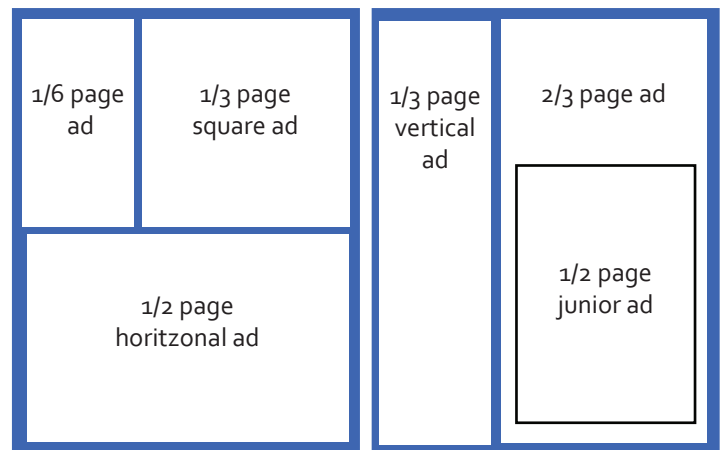
### Prefer black & white?

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

### Classified Ads

\$1.25 per word / \$40 minimum

## Display Ad Sizes



**Contact the *MetroDoctors* Ad Sales Office**  
 Betsy Pierre: [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)  
 763-295-5420



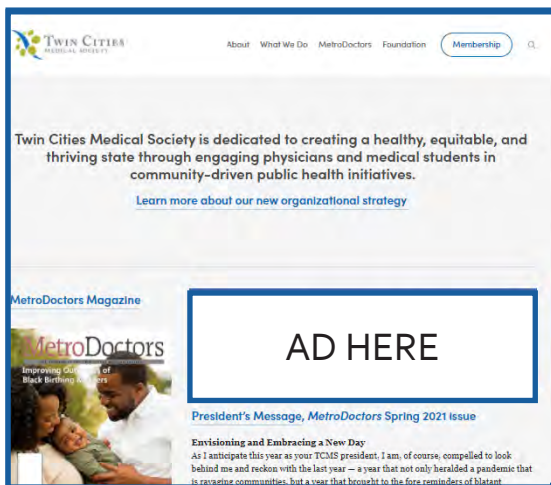
# Digital Advertising

Reach your customers electronically with the Twin Cities Medical Society.

## TCMS Website

[www.MetroDoctors.com](http://www.MetroDoctors.com)

The online resource of the Twin Cities Medical Society with over 1,100 visits each month.



AD HERE

## Website Rates

Distribution: Ad will appear on homepage.

Cost: 1x: \$359 | 6x: \$329/month | 12x: \$299/month

Limited to 3 advertisers.

Ad size: 560w x 150h pixels

## \*Bonus Package

Choose both the website and eNews!

Cost: 1x: \$479 | 6x \$439/month | 12x: \$399/month

Contact the **MetroDoctors Ad Sales Office**

Betsy Pierre: [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

763-295-5420

## Twin Cities Medical Society eNewsletter

The eNews of the Twin Cities Medical Society is sent to approximately 4,000 subscribers with an average open rate of 35%.



AD HERE

AD HERE

## eNewsletter Rates

Distribution: Sent monthly during 1st & 3rd weeks.

Advertiser picks preferred week.

Availability on first-come, first-served basis.

Cost: 1x: \$359 | 6x: \$329/month | 12x: \$299/month

Limited to 2 advertisers per eNews.

Ad size: 560w x 150h pixels



**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:** \_\_\_\_\_ **Rate:** \$ \_\_\_\_\_ per Insertion

**Notes:** \_\_\_\_\_

<b>Issues to run:</b> <i>(see rate card for deadlines)</i>	_____ Spring 20_____	_____ Fall 20_____
	_____ Summer 20_____	_____ Winter 20_____

**Electronic Advertising**

_____ www.MetroDoctors.com	<b># of Insertions:</b> _____	<b>Base Rate:</b> \$ _____ per Insertion
_____ TCMS eNewsletter	<b># of Insertions:</b> _____	<b>Base Rate:</b> \$ _____ per Insertion
_____ Bonus Package	<b># of Insertions:</b> _____	<b>Base Rate:</b> \$ _____ per Insertion

**Notes:** \_\_\_\_\_

**URL for linking ad:** \_\_\_\_\_

<b>Issues to run:</b> <i>(deadline – 25<sup>th</sup> of month prior)</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](mailto: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 – <a href="mailto:betsy@pierreproductions.com">betsy@pierreproductions.com</a> / 763-295-5420
<u>eAd Art Submission:</u>	Please send .jpg or .gif file to <a href="mailto:betsy@pierreproductions.com">betsy@pierreproductions.com</a> / 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.*