



## NEWSLETTER ADVERTISING RATES & REQUIREMENTS

Please send all contracts & ads to [cmadison@lexingtondoctors.org](mailto:cmadison@lexingtondoctors.org)

### Newsletter Advertising:

**Editorial Content:** The Lexington Medical Society Newsletter includes reports from the President, Alliance, various guest writers, membership news, activities, events, policies of the Medical Society, continuing medical education seminar information, physician news & editorials by members. *(All advertising is subject to acceptance by the Lexington Medical Society.)*

**Frequency:** The newsletter is printed & published monthly with the exception of the August issue for a total of 11 issues/year. The electronic version is published every month and in addition to the ad, will include an acknowledgement & link to advertiser's websites.

**Circulation:** Approximately 2,100 newsletters are circulated to members of the Lexington Medical Society & Alliance, area hospitals, allied institutions, advertisers & subscription holders.

**Closing Dates:** All advertisements for the newsletter are due by the 10<sup>th</sup> day of the month preceding the month of publication.

**Policy:** All rights reserved. Publications or any part thereof may not be reproduced without the express written permission of the Lexington Medical Society. The appearance of advertising in Lexington Medical Society publications is not a guarantee of endorsement by the Society of the product or the claims made for the product by the manufacturer. The fact that an advertisement for a product, service or company has appeared in a Lexington Medical Society publication shall not be referred to in collateral advertising. The Lexington Medical Society reserves the right to accept or reject any advertising in any publication.

### Rates:

#### Black & White Ads

Ad Size	Cost/Issue			
	1x	3x	6x	11x
Full Page 7 ½ x 10	\$540	\$520	\$480	\$420
Half Page 7 ½ x 4 ¾	\$300	\$280	\$260	\$240
Quarter Page 4 ¾ x 3 ½	\$220	\$200	\$180	\$160
Business Card	\$150	\$140	\$120	\$100

#### Full Color Ads

Ad Size	Cost/Issue			
	1x	3x	6x	11x
Full Page 7 ½ x 10	\$1080	\$1030	\$960	\$840
Half Page 7 ½ x 4 ¾	\$600	\$575	\$540	\$480
Quarter Page 4 ¾ x 3 ½	\$420	\$400	\$360	\$320
Business Card	\$300	\$280	\$240	\$210

Newsletter subscriptions for nonmembers are also available:  
\$3.00/issue or \$30.00/year if paid in advance

*\*If you would like to pay for the entire year in advance, a discount will be applied. Please contact Cindy Madison at [cmadison@lexingtondoctors.org](mailto:cmadison@lexingtondoctors.org) to inquire about the discount.*

### Mechanical Requirements:

One layer grayscale tif or pdf  
Line Screen 150

Trim size 8 ½ x 11  
Half tone DPI 250-300

Bleed Size 1/8"