



# **ADVERTISING RATES**

#### **Publishing Schedule and Contract Deadline**

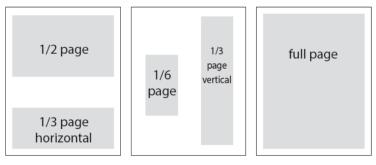
Issue/Quarter	Space Reservation/ Contract Deadline
<b>3<sup>rd</sup>/4<sup>th</sup> Quarter</b> October 2020	October 1, 2020
1 <sup>st</sup> Quarter January 2021	January 4, 2021
<b>2<sup>nd</sup> Quarter</b> April 2021	April 1, 2021
<b>3<sup>rd</sup> Quarter</b> July 2021	July 1, 2021
<b>4<sup>th</sup> Quarter</b> October 2021	October 1, 2021

### **Rates (4-Color Process)**

Location in Journal	Cost Per Ad (1 time)
Cover (Back)	\$1,000
Cover (Inside back)	\$900
Cover (Inside Front)	\$900
Full page (Inside)	\$800
1/2 page (Inside)	\$475
1/3 page (Inside)	\$345

\*Ask about one-year contract discounts.

- \*Clickable ads available for online version, in addition to print ad
- (Add 5% to total ad cost)
- \*eBlast ads available



#### **Artwork Requirements**

Ads are accepted in PDF, EPS or JPG formats. Use PDF-X1A or high resolution PDF (image resolution between 300-400 dpi.)

#### Submission

Ads must be sent via email to Bethany Kinder with submission of contract.

#### **Billing and payments**

Payment is due within 30 days of receipt of invoice.

#### Cancellations

Neither the advertiser nor its agency may cancel after the space reservations deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement.

The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after closing dates.

The Publisher may reject or cancel any advertising for any reason at any time. Political advertisements are not accepted for any advertising venue.

The fact that an advertisement for a product, service, or company appears in a print or email/web venue is not a guarantee by the WVSMA of the product, service or company or the claims made for the product in such advertising. The WVSMA reserves the right to enter into endorsements, sponsorship and/or marketing agreements that may limit the placement of advertisements for certain products or services.



Return to West Virginia Medical Journal Managing Editor, Bethany Kinder Bethany@wvsma.org | 304.925.0342





## **ADVERTISING RATES**

(Check all that apply)	\$1,000 Cover Back	\$900 Cover Inside Back	\$900 Cover Inside Front	\$800 Full Page Inside	\$475 1/2 Page Inside	\$345 1/3 Page Inside	\$350 eBlast	Clickable Ad (Add 5%)	Total
October 2020									
January 2021									
April 2021									
July 2021									
October 2021									
Total									

### **Payment Information:**

Company Name:		
		Zip:
Phone #:	Fax #:	
Email:		
Payment Method:		
Check to WVSMA (201	8 Kanawha Boulevard E, C	Charleston, WV 25311)
Credit Card		
Card Number:		
Expiration Date:	CVC Code:	
Name on Card:		
	-	aal of the West Virginia State Medical Association to run the er insertion in the selected issues.
Signature:		
Cover ads are on a first com	e, first served basis.	