



NSCMS News Briefs Ad Rates

NSCMS News Briefs is published monthly and distributed via email. Ads are available in three sizes: eighth page (banner), quarter page and half page. Ads are inserted between articles in the newsletter.

AD SPECIFICATIONS			RATE PER ISSUE			
Size	Width (pixels)	Height (pixels)	1 issue	3 issues	6 issues	12 issues
Eighth page	600	100	\$100	\$95	\$90	\$85
Quarter page	600	200	\$175	\$170	\$165	\$160
Half page	600	400	\$250	\$240	\$230	\$220

Submitting ads and contracts. Ads should be submitted via email to Erika Goodwin at solanomedsoc@sbcglobal.net. Contract appears on the reverse and can be submitted via email, fax or mail to:

Erika Goodwin
Napa-Solano County Medical Societies
980 Trancas St. #8
Napa, CA 94558
Phone 707-548-6491 Fax 707-255-2544

Technical requirements. Ads must be formatted for email, as follows:

- All ads must be 600 pixels wide, but height can vary (see ad specs above).
- Ads must be saved in JPG, GIF or PNG formats.
- Ads cannot contain any layering or CMYK color formats.
- Ideal file size is 100K. Maximum size is 350K.

Approval. All advertising copy is subject to approval by the Napa and Solano County Medical Societies. NSCMS reserves the right to edit, withhold or cancel any ad. Publication of an ad in NSCMS News Briefs does not represent endorsement by NSCMS.

Payment. Payment in full is required with submittal of contract. NSCMS reserves the right to reject advertising submitted without payment.

Questions? Contact Erika Goodwin at solanomedsoc@sbcglobal.net or 707-548-6491.

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NSCMS News Briefs Advertising Contract

This contract authorizes the Napa and Solano County Medical Societies to insert a _____ page advertisement in NSCMS News Briefs, according to the terms set forth in the current rate sheet. The contract will run for _____ issues and will start with the _____ issue and end with the _____ issue.

Contract Amount

The per-issue cost is \$_____, and the number of issues is _____, which equals \$_____.

Additional Instructions _____

Advertiser Address

Company _____ Contact person _____

Contact phone _____ Fax _____ Email _____

Contact address _____

Ad agency (if applicable) _____ Ad agency contact _____

Billing address _____

Closing dates and contract conditions. NSCMS News Briefs is published monthly, at the beginning of each month. Advertising contracts are due two weeks prior to publication; ad artwork is due one week prior to publication. Payment for single-issue contracts is required with submittal of contract. For multiple-issue contracts, payment for the first issue is required with submittal of contract; subsequent issues are billed upon publication. The Napa and Solano Medical Societies may reject ads submitted without payment. All ads are subject to approval by NSCMS, which reserves the right to edit, withhold or cancel any ad.

Approval

(Advertiser) (Date) (NSCMS representative) (Date)