

Cap Scan Rate Sheet

2008 ADVERTISING INFORMATION

The *Cap Scan* is the monthly newsletter of the Capital Medical Society. This newsletter captures the essence of Tallahassee's thriving medical community. Since 1973 the Cap Scan has been informing and entertaining members of Capital Medical Society, which unites physicians in Leon, Gadsden, Wakulla and Jefferson Counties.

Our Audience consists of more than 535 physicians who belong to CMS and their office staff. The Cap Scan is mailed to both the physician's office and home. It is also distributed to those we call "friends of CMS"—i.e. allied health professionals, supporters, hospital administrations, third-party payors and pharmaceutical representatives.

We are happy to mail you current and past issues of *Cap Scan* if you would like to see an issue.

Size	1X	6X	12X
Full Page (7 ½" W x 10" D)	\$350.00	\$332.50	\$315.00 (limited availability)
1/2 Page (7 ½" W x 5" D)	\$175.00	\$166.25	\$157.50
1/2 Page-Back cover	\$225.00	\$213.75	\$202.50
1/3 Page (4 7/8 W x 5" D)	\$135.00	\$128.00	\$121.50
1/6 Page (2 ¼ W x 5" D)	\$75.00	\$71.25	\$67.50
Business Card Ad	\$60.00	\$57.00	\$54.50
Classified Ad	\$20 for CMS members, \$50 for non-members		

Terms

Formats for submission: All ads must be black & white. We can accept a clean camera-ready hard copy or electronic files in the following formats:

- ✓ Digital Files: PDF (all fonts embedded or supplied) and TIFF
- ✓ Native Files: Adobe Illustrator 9 and Adobe Photoshop 7.0

When submitting Native files, be sure to include all associated linked files (illustrations, scans, fonts, etc.). To ensure accurate reproduction of your ad, you must supply printer and screen fonts for all of the fonts used in your ad (when using Illustrator, use "create outlines" on all fonts).

Email ad to: rcarlin@capmed.org. Please cc: kwendland@capmed.org

- All ads are subject to publisher's approval before acceptance and can be rejected at any time.
- No political ads are accepted.
- One preferred: half page, back cover

Production Fees

Conversion of source file to Adobe Acrobat PDF - \$5.00

Acquisition of file from remote location - \$5.00

Conversion of file from color to B&W - \$10.00

Reducing image size (to largest possible within purchased ad size) - \$10.00

Advertising design and edits- fee based on size and complexity of ad

Deadlines

- Copy deadline for ads is the **20th of each month.**
- Publication is the first week of every month.
- **Billing:** Contract advertisers are billed monthly, payment due within 30 days.
- **General Policy:** Contracted space must be used within one year of first insertion.
- **Discounts:** Advertising purchased at 12X yearly earn a frequency discount rate of 10% off if paid in advance.

Publisher

The Capital Medical Society

1204 Miccosukee Road, Tallahassee, Fla., 322308

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--Charles Moore, M.D., Editor --Karen Wendland, Managing Editor

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