

COLORADO MEDICAL SOCIETY

The **Colorado Medical Society** has been the premier association of medical doctors in Colorado for over 133 years. According to its mission statement, adopted in September, 1988:

The Colorado Medical Society will be the leader in Colorado in advocating excellence in the profession of medicine and in the provision of medical care.

Through a variety of physician councils and committees, the **Colorado Medical Society** continually monitors public health concerns and proposed legislation relating to these and other health issues and recommends legislation which will work toward the betterment of public health and welfare of the medical profession and the patients it serves. All of the activities of the **Colorado Medical Society** are directed toward that end.

IMPORTANT PUBLICATION DATES TO REMEMBER

Colorado Medicine

The official journal of the Colorado Medical Society published bi-monthly
(Feb, Apr, Jun, Aug, Oct, Dec)

Space reservation deadline
1st of month prior to publication

Advertising materials deadline
15th of month prior to publication

Medical Office Resource Book

Published by **Colorado Medical Society** in July of each year providing the complete medical resource listing, including all CMS members.

March 28–Space Reservation deadline
May 1–Advertising materials deadline

Annual Meeting Brochure

August 1–Space reservation deadline
August 15–Advertising materials deadline

For information on editorial content, contact:

Dean Holzkamp, Communications Director
(720) 858-6318

For information on display advertising, contact:

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Colorado Medicine **COLORADO MEDICAL SOCIETY**

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Prepared by the
Colorado Medical Society
Communications Division

Effective August 1, 2004

CMS

Rate card

Advertising rates for **Colorado Medical Society Publications**

*Rates effective August 1, 2004



"Advocating Excellence in the Profession of Medicine"

ANNUAL PHYSICIAN'S MEDICAL OFFICE RESOURCE BOOK

The **Medical Office Resource Book** is a yearly production and a complete guide for the physician's office referrals, featuring listings of all CMS members plus many other medical, medico-legal and health care resources. It serves as the most complete physician referral guide for private practice, health care and medical education institutions, legal and insurance professionals, federal, state and local government offices and agencies.

General Information:

- 6,500 copies printed each July
- Distributed to each physician member of CMS
- Perfect bound
- Printed on 50 lb. text stock
- Trim size 8 1/2" X 11"

Directory Contents (6 sections):

1. CMS members listed by primary practice location in alphabetical town-city order
2. Medical resource information for the office
3. Component society membership listing
4. Alphabetical membership listing by specialty practice
5. Listing under heading of foreign language spoken
6. Alphabetical index of all CMS members by name

Advertising Sizes	Width	Height
Full page	7"	8 7/8"
Bleed size	8 1/2"	11 1/4"
Half vertical	4 5/8"	7 1/4"
Half horizontal	7"	4 3/4"
Third vertical	2 3/8"	9 7/8"
Third square	4 5/8"	4 3/4"

Inserts:

2 page insert, (front/back)	8 7/8"	11 1/4"
4 page insert	17 1/8"	11 1/4"

Insert Charge:

2 page insert, (front/back)	\$755
4 page insert	895

Advertising Rates:

Full page	\$1,240
Half page	875
Third page	575

Cover Positions:

Inside front cover	\$1,850
Inside back cover	1,850
Back cover	2,400
Preferred placement	add 10%

Color Charges:

Each spot color	add \$300
Four color	add \$500

Deadlines:

March 28 – Space reservation deadline
May 1 – Advertising materials deadline

COLORADO MEDICINE

The official journal of the Colorado Medical Society

The one and only magazine devoted to the physicians of Colorado, their professional role in the standards of health care in Colorado and the highest quality for their patients. In addition, *Colorado Medicine* carries insider news about practice management, regulatory agencies, federal, state and local legislation affecting medical practice, information concerning patient advocacy and insurance payment.

General Information:

- Published bi-monthly - **Feb, Apr, Jun, Aug, Oct, Dec.**
- Circulated to over 6,000 physician members & subscribers
- Printed offset on 60 lb. coated stock, perfect bound
- All issues can contain spot color and four-color advertisements
- Cover story or theme is highlighted.
Ask about editorial calendar
- Trim size: 8 1/4" X 10 7/8"

Advertising Sizes	Width	Height
Full page	7 3/4"	10 3/8"
Bleed size	8 1/2"	11 1/4"
Two-thirds vertical	4 1/2"	9 1/2"
Two-thirds horizontal	7 1/4"	6 7/8"
Half vertical	4 5/8"	7 1/4"
Half horizontal	7"	4 3/4"
Third vertical	2 3/8"	9 7/8"
Third square	4 5/8"	4 3/4"
Sixth vertical	2 3/16"	4 3/8"
Sixth horizontal	4 11/16"	2 5/16"

Advertising Rates:**

	6X	3X	1X
Full page	\$825	\$855	\$880
Two-thirds	675	700	725
Half	550	575	590
Third	350	365	385
Sixth	240	250	*

Cover Positions:

Inside front cover	add 20% to full-page rate
Inside back cover	add 20%
Back cover	add 25%
Preferred position/adjacency	add 10%

Color Charges:

Each spot color	add \$300
Four color	add \$500

Deadlines:

Space reservations must be made 30 days prior to publication. Camera ready materials must be received and work-ups must be completed 15 days prior to publication

* NOT AVAILABLE

**Pre-printed inserts, business card ads, quoted separately

ANNUAL MEETING PROGRAM BROCHURE

Handbook for the Annual Meeting
held each September

General Information:

- 600 copies will be distributed to those attending the meeting
- Size 4" X 9", printed on 60 lb. coated stock
- Four-color cover, four-color advertising available
- Contents: list of exhibitors, exhibition information, program information, schedules, speaker information and entertainment features

Advertising Sizes	Width	Height
Full page	3 1/2"	8 1/4"
Bleed size	4 1/4"	9 1/4"
Half page	3 1/2"	4"
Quarter page	3 1/2"	1 7/8"

Advertising Rates:

Full page	\$450
Half page	300
Quarter page	200

Cover Positions:

Inside front cover	\$575
Inside back cover	575
Back cover	650

Color Charges:

Each spot color	add \$275
Four color	add \$475

Production Charges:

Full page	\$50
Half page	40
Quarter page	30

Deadlines:

August 1 – Space reservation deadline
August 15 – Advertising materials deadline

NOTE:

Artwork supplied will need to be Mac compatible.

Word & Publisher files are not acceptable.

EPS, JPG, TIFF and certain PDF files are recommended.

Please contact Brad Pierson for further information at (720) 858-6325.