

Denver Medical Bulletin

Advertising Information

The *Denver Medical Bulletin* is the official monthly publication of the Denver Medical Society. The Bulletin has a total circulation of more than 1,500 key members of the Denver medical community and selected leaders in government and public affairs. The *Bulletin* accepts paid advertising to provide a highly specialized marketing tool for advertisers who wish to reach the members of the Society and those who have major impact in health care delivery in the Denver area.

Rates

Classified - 50 words or less	<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>	<u>12</u>
	<u>Times</u>			
Members			\$ 35.00	
			\$ 32.00	
			\$ 30.00	
			\$ 22.00	
Non-members			\$ 60.00	
			\$ 57.00	
			\$ 55.00	
			\$ 35.00	

Members will receive a 20% discount on the following ad prices.

Card Size			\$ 80.00	
			\$ 75.00	
			\$ 70.00	
			\$ 50.00	
Full Page			\$450.00	
			\$440.00	
			\$425.00	
			\$325.00	
1/2 Page (Vert. or Hort)			\$250.00	
			\$240.00	
			\$225.00	
			\$160.00	
1/3 Page (Hort. only)			\$200.00	

	\$190.00
	\$175.00
	\$100.00
1/4 Page (Vert. only)	
	\$150.00
	\$140.00
	\$125.00
	\$ 75.00

Dimensions

Full Page	7 3/8" x 9 1/2" 44 x 60 picas
1/2 Page Vertical	3 1/2" x 9" 22 x 60 picas
1/2 Page Horizontal	7 3/8" x 4 3/4" 44 x 30 picas
1/3 Page Horizontal	7 3/8" x 3 1/2" 44 x 20 picas
1/4 Page Vertical	3 1/2" x 4 3/4" 22 x 30 picas
Card Size	3 1/2" x 2" 18 x 9 picas
Classified	50 words or less

Deadlines

Space reserved and insertion order received by the 15th of the month preceding month of publication. (September space reserved not later than August 15).

If you would like to provide typed or printed copy with a logo or picture we will do the ad layout for an additional \$50 fee. Copy and layout for ads to be prepared must be received by the 5th of the month preceding the month of publication.

Advertising Policies

DMS reserves the right to refuse any ad.

\$ No refunds will be given for the cancellation of an ad.

\$ If errors in ads occur by DMS, the ad will run an extra month free of charge.

\$ Advertisers receive a copy of the Bulletin each time their ad runs.

\$ Payment and completed contract must be received with ad or the ad will not run unless other arrangements have been made in advance.