

# SAN FRANCISCO MARIN MEDICINE



## 2019 ADVERTISING RATES & INFORMATION

*San Francisco Marin Medicine* is the official award-winning journal of the San Francisco Marin Medical Society (SFMMMS) and is a vital resource to the San Francisco and Marin medical communities. In continuous publication since 1927, the journal prides itself on giving early-career and established physicians the information needed to navigate and thrive in the ever-changing health care environment. *SFMM* is widely read by local physicians, practice managers, hospital administrators, medical libraries, politicians, and county/state/national medical associations. Each issue of *SFMM* focuses on a specific topic affecting physicians and their practices, including public health, social, political, economic, and lifestyle issues.

### 6 ISSUES PER YEAR

Published in the middle of January, March, May, July, September, and November 2019

### PRINT & ONLINE PUBLICATION

Print: 4,000 ind/issue  
Digital: 5,500-6,000 ind/mo

### SUBSCRIPTION DEMOGRAPHICS

Male: 64%  
Female: 36%  
Median Age: 53

### FOUR COLOR ADVERTISING RATES

	6 Insertions (15% discount)	3-5 Insertions (5% discount)	1 Insertion
Full Page	\$1,275	\$1,425	\$1,500
1/2 Page	\$850	\$950	\$1,000
1/4 Page	\$595	\$665	\$700
Back Cover	\$2,125	\$2,375	\$2,500
Inside Front Cover	<del>\$1,700</del> <b>SOLD</b>	<del>\$1,900</del> <b>SOLD</b>	<del>\$2,000</del> <b>SOLD</b>
Inside Back Cover	\$1,485	\$1,660	\$1,750

Prices listed are per issue. Guaranteed positions within the journal other than those listed above are subject to a 10% surcharge and availability. All advertisements are subject to SFMMMS approval.

### MECHANICAL REQUIREMENTS

Ad Size (non-bleed)	Dimensions (width x depth)
Full Page	8 1/2" x 11" (back cover space is 8 1/2" x 9")
1/2 Page	3 1/2" x 9 3/4" or 7 1/2" x 4 3/4"
1/4 Page	3 3/4" x 4 3/4"

### ARTWORK SPECIFICATIONS

- Artwork must be in final print size. Full page ads with bleeds must allow 1/8" on all sides, and provide trim marks to 8 1/2" x 11"
- Colors must be CMYK and resolution must be 300dpi or higher
- Print-ready artwork accepted in JPEG, TIFF or PDF formats
- Please refer to the SFMMMS Editorial Calendar for artwork submission

ALL  
CORRESPONDENCE &  
AD MATERIALS MAY  
BE SENT TO:

SFMMMS

Attn: Membership  
2720 Taylor St, Ste 450  
San Francisco, CA 94133  
P (415) 561-0850 x200  
F (415) 561-0833  
membership@sfmms.org

# 2019 San Francisco Marin Medicine Journal Advertising Contract

CONTACT INFORMATION	
Company	
Contact Name	Position
Billing Street Address	
City, State, Zip	Email
Phone	Fax

JOURNAL ADVERTISING DETAILS	
<b>Size:</b> <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page	<b>Recurrence:</b> (Please notate what specific issues you would like your ad to run) <input type="checkbox"/> January/February <input type="checkbox"/> March/April <input type="checkbox"/> May/June <input type="checkbox"/> July/August <input type="checkbox"/> September/October <input type="checkbox"/> November/December
<b>Position:</b> <input type="checkbox"/> Run of Journal <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover <input type="checkbox"/> Other Guaranteed Preferred Placement	<b>Other Guaranteed Preferred Placement?*</b> <input type="checkbox"/> Yes <input type="checkbox"/> No Please specify preferred location: _____ <small>*Add 10% surcharge for other guaranteed preferred placements. Placement subject to availability.</small>

PAYMENT	
<b>Total Due</b>	_____ Issue(s) x cost/issue of \$ _____ = \$ _____
<b>Payment Method</b>	<input type="checkbox"/> Check payable to San Francisco Marin Medical Society <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex
<b>Card Number</b>	_____
<b>Cardholder Name</b>	_____ <b>Expiration Date</b> _____
<b>Billing Address</b>	_____
<b>City, State, Zip</b>	_____

**In signing this agreement the advertiser agrees to the following:**  
 It is understood and agreed that all advertising copy is subject to the approval of the San Francisco Marin Medical Society (SFMMMS). No copy will be accepted for advertisements containing but not limited to: personal injury attorneys, politicians, tobacco and alcohol. Advertisements submitted by health care providers and other licensed professionals will only be accepted if accompanied by proof of licensure. SFMMMS reserves the right to exclude any advertising copy or cancel this contract for any reason which it deems sufficient. Advertisers may cancel their contracts at any time; however, refunds will only be provided for scheduled insertions whose deadlines have not passed. The most current editorial calendar with insertion deadlines can be found at [sfmms.org](http://sfmms.org) under the SF Marin Medicine tab. If for any reason ad copy/artwork does not meet requirements and is not received by the insertion deadline no refund will be provided. Advertiser agrees to hold SFMMMS harmless, its officers, employees and members, from any action or suit arising out of advertisements placed by advertiser. This will include but is not limited to the following: copyright infringement, plagiarism, libel or any unauthorized use of a person's name, photographs or any claims represented in the ad that are untrue or unauthorized. Severability: if any provision in this contract is held by a court of competent jurisdiction to be invalid, void or unenforceable the remaining provisions shall nevertheless continue in full force without being impaired or invalidated in any way. Acceptance of the advertisement does not imply an endorsement by SFMMMS.

**Authorized Signature and Date** \_\_\_\_\_