

# Missouri Medicine

Journal of the Missouri State Medical Association

Missouri State Medical Association  
P.O. Box 1028 | Jefferson City, Missouri 65102  
573-691-4503 | www.msma.org/missouri-medicine  
Managing Editor Elizabeth Fleenor, BJ, MA  
lfleenor@msma.org

## ADVERTISING RATES & SPACE CONTRACT

Client \_\_\_\_\_

Agency \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

City/State/Zip \_\_\_\_\_

Tel \_\_\_\_\_ Email \_\_\_\_\_

Contact \_\_\_\_\_

### Issuance and Closing Dates

Missouri Medicine is issued during the first two weeks of the second month in the bimonthly schedule, six times per year.

### Discounts

If pre-payment is made in full prior to publishing date for the length of the contract, there is a payment discount of 5% on the subtotal amount.

### Placement Policy

Display advertising is distributed throughout the Journal at the discretion of Publisher. Special requests will be considered as a courtesy, but are not guaranteed. For paid placement, see below for additional amounts to be added to total insertion rates.

- Guaranteed placement within Journal - additional 10%.
- Guaranteed placement for inside front cover or inside back cover - additional 20%.
- Guaranteed placement for back cover - additional 30%.

### Cancellations

All cancellations must be in writing and are not accepted after the closing date of the issue which the advertisement was to appear. No verbal cancellations are accepted. Ads cancelled after the closing date will be billed at the contract rate.

### Acceptance

All advertising is subject to acceptance by the Editorial Board. The Board reserves the right to reject any advertising. Publication of an advertisement is not to be considered an endorsement or approval by the Missouri State Medical Association of the product or service advertised.

### Production Requirements

Advertisements/artwork must be digital, acceptable in a high resolution (300 dpi), press optimized .pdf with fonts and graphics embedded, submitted electronically.

### Color Process

Four-color: Standard Pantone PMS process.

### Printing Method

Web offset. Binding method is saddle stitch.

### Inserts

Coordinated by Advertiser and Publisher. Insert Charge is \$7,500. Sample must be approved prior to printing. Untrimmed size: 8" x 10".

### Invoicing

Tear sheets accompany invoicing after issue is published. Terms: 30 days.

### Mailing Instructions

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Email: lfleenor@msma.org.

### ADVERTISING RATES & CLOSING DATES

Effective January 1, 2024

#### Four-Color High Resolution Display Advertisements Indicate Size & Frequency | Rate is per insertion (ins)

Check Size, Frequency & Per Insertion (ins):

	( ) Full Page	( ) 2/3 Page	( ) 1/2 Page	( ) 1/3 Page	( ) 1/4 Page
( ) 1x	\$1500 per ins	\$1450 per ins	\$1400 per ins	\$1350 per ins	\$1300 per ins
( ) 3x	\$1300 per ins	\$1250 per ins	\$1200 per ins	\$1150 per ins	\$1100 per ins
( ) 6x	\$1200 per ins	\$1150 per ins	\$1100 per ins	\$1050 per ins	\$1000 per ins

#### Mechanical Width/Height - Inches

Full Page	6.75 x 9.25	(Bleeds 8.375 x 11.125)
2/3 Page Vertical	4.50 x 9.25	
1/3 Page Vertical	2.25 x 9.25	
1/2 Page Vertical	3.375 x 9.25	
1/4 Page Vertical	3.375 x 4.625	
1/2 Page Horizontal	6.75 x 4.625	

#### RATE CHARGES

Display Insertion	\$ _____
Classified Total	\$ _____
Placement (rates, right)	\$ _____
Final Subtotal	\$ _____
Pre-Payment (5%) Discount	\$ _____
<b>Contract Total</b>	<b>\$ _____</b>

#### Payment options

Credit card over the phone or check invoicing.

#### Classified Advertisements

( ) Rates: \$200 for the first 25 words and \$5.00 per additional word. MSMA members receive 20% discount. Email verbiage to Managing Editor. See contact information, right.

#### Check Issue Run Time(s)

Issue	Closing Date
( ) Jan/Feb	December 1
( ) Mar/Apr	February 1
( ) May/June	April 1
( ) July/Aug	June 1
( ) Sept/Oct	August 1
( ) Nov/Dec	October 1

Visit [www.msma.org/missouri-medicine](http://www.msma.org/missouri-medicine) for media kit and rate sheet, digital library, editorial calendar, and instructions for authors.

### TERMS

The undersigned hereby requests the publisher to reserve space in Missouri Medicine at the size, frequency and rate indicated on this contract. By signing this contract, the undersigned parties signify their understanding of and good faith commitment to the terms and conditions of this contract. Advertisements are published for the benefit of advertiser and agency, and each is jointly and severally liable for all charges. All advertising is subject to acceptance by the Editor and/or Managing Editor. Acceptance of advertising is not an endorsement by MSMA of product or service. Advertising material is due at MSMA office before noon on closing date. If advertiser/agency does not supply acceptable artwork by deadline date, publisher will bill for contracted insertion cost. The publisher's policy is not to give cash refunds, but may reprint an advertisement if the publisher determines a situation warrants. Invoices due upon receipt. Fee charged on overdue accounts. Advertiser and/or agency will indemnify and save publisher harmless from and against any loss or expense arising out of publication of advertisements, including without limitation, reasonable attorney fees resulting from claims or suits based on the content or subject matter of such advertisements, including without limitation claims or suits for libel, violation of privacy, plagiarism, and copyright infringement. Delivery is by U.S. Postal Service and delivery is not guaranteed. This agreement shall be interpreted according to the laws of the State of Missouri. Missouri Medicine [ISSN 0026-6620] is owned and copyrighted by the Missouri State Medical Association. Disclaimer: Due to the impacts of COVID-19, paper mail delivery, and paper and staffing shortages, MSMA regrets that your Missouri Medicine may be delayed and may take longer than usual to arrive. We're sorry for any inconvenience this may cause.

Missouri Medicine Managing Editor \_\_\_\_\_ Date \_\_\_\_\_

Account Signature \_\_\_\_\_ Date \_\_\_\_\_