



Display Advertising Rates & Specifications



The Snohomish County Medical Society (SCMS) is a professional organization composed of physicians practicing in Snohomish County, Washington. The annual *SCMS Photo Directory* is available both in print and online. It is a valuable resource for physician referrals, for locating local suppliers and pharmacies, and for finding current industry information. Directory advertisers will also be listed in the Products & Services section of the SCMS website.

Covers*
Full page
4.5" x 7.75"

*Covers may bleed.

Trim: 5.5 x 8.5
Bleed: 1/8": 5.75 x 8.75
Live area: 5 x 8
If a bleed is intended, indicate with crop marks.

PUBLICATION SPECS

Trim Size: 5.5" x 8.5" **Circulation:** 1,000
Binding: Saddle Stitch **Published:** January, 2010

AD DEADLINE

November 30, 2009

POSITIONS AVAILABLE

| | Color 4-color or b/w | 2-years payable each year | 1-year |
|---|--------------------------------|-------------------------------------|---------------|
| Back Cover | 4c | \$ 1710 | \$ 1810 |
| Inside Covers | 4c | \$ 1495 | \$ 1595 |
| Full page | b/w | \$ 650 | \$ 695 |
| 1/2 page | b/w | \$ 550 | \$ 590 |
| 1/4 page | b/w | \$ 440 | \$ 465 |
| Text listing | | \$ 130 | \$ 130 |
| Weblink (Link to your website/email from your text listing on snohomishmedical.org) | | \$ 130 | \$ 130 |

1/2 Horiz.
4.5 x 3.5

2-color rates are available for 1/4, 1/2, and full page ads. Add \$200 to price listed.

Guaranteed placements (other than covers) are subject to a 15% premium.

With the purchase of a display ad, you will receive 1 complimentary text listing.

Description text for listings start at \$80; additional text listings are half price. See listing ratesheet for more information.

All text listings will be published on www.snohomishmedical.org. Listings on website are available to print advertisers only.

HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: **ads@llm.com**

Or send: **on CD** • ftp upload: **llm.com/upload.html**

- Name files clearly, indicating your company name and publication. For example SCMS_10_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site. Email ads@llm.com for details.
- Email us for more detailed specifications.

Need us to help create an ad for you? Need help making a PDF file?

LLM can help! Contact your sales rep or email ads@llm.com.

Questions? Contact your sales rep or email ads@llm.com.

TO ADVERTISE

Please contact:

KARL DOREZA

800-647-1511, x2241

karl@llm.com



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1/2 Vert.
2.125 x 7.125

1/4 Vert.
2.125 x 3.5