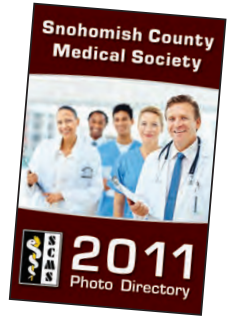




# Display Advertising Rates & Specifications



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.

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. All text listings, as well as all display ads sized 1/2 page or larger will appear in the online buyer's guide on SCMS's website.

## PUBLICATION SPECS

**Trim Size:** 5.5" x 8.5"

**Circulation:** 700

**Binding:** Saddle Stitch

**Published:** January 2012

## AD DEADLINE

**November 23, 2011**

## POSITIONS AVAILABLE

	<b>Color</b> 4-color or b/w	<b>2-years</b> payable each year	<b>1-year</b>
<b>Back Cover</b>	4c	\$1,750	\$1,850
<b>Inside Covers</b>	4c	\$1,550	\$1,650
<b>Full page</b>	b/w	\$ 690	\$ 770
<b>1/2 page</b>	b/w	\$ 600	\$ 650
<b>1/4 page</b>	b/w	\$ 475	\$ 495
<b>Text listing</b>			\$ 150
<b>Logo &amp; Weblink</b> (Include a logo and link to your website/email from your text listing on <a href="http://www.snohomishmedical.org">www.snohomishmedical.org</a> )			\$ 150

1/2 Horiz.  
**4.5 x 3.5**

2-color rates are available for 1/4, 1/2, and full page ads. Add \$225 to price listed. 2-color ads will be printed in black and PMS 548, the color used in the directory. Files must be set to separate properly. Contact your ad rep for details.

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.

1/2 Vert.  
**2.125 x 7.125**

1/4 Vert.  
**2.125 x 3.5**

## HOW DO I SEND MY AD?

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

Or ftp upload: **http://mail.llm.com/upload.asp**

- Name files clearly, indicating your company name and publication. For example SCMS\_12\_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: <http://mail.llm.com/upload.asp>
- Email your ad rep or ads@llm.com for more details.

*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:**

**DUSTIN LEWIS**

**800-647-1511, x2234**

**dustin@llm.com**



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