

TexasMedicine

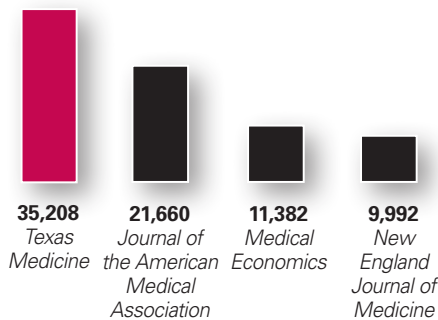
Rate Card



Texas Medicine is a monthly magazine for physicians. With more than 35,000 qualified subscribers, *Texas Medicine* reaches most licensed physicians practicing in the state. Research shows that Texas physicians want Texas-specific news about medical economics, law, public health, and legislation in a lively, readable format. That's what the magazine delivers.

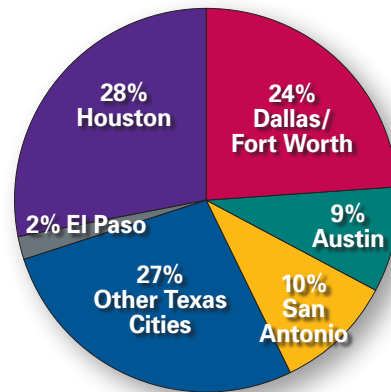
In addition to thought-provoking feature articles on timely topics, each issue contains a small section of peer-reviewed clinical articles of particular interest to Texas doctors. *Texas Medicine* is published by the Texas Medical Association, the largest state medical society in the country with more than 44,000 members.

Circulation in Texas



Texas physicians spend more time reading Texas Medicine than any other journal besides their own specialty journals.

Distribution in Texas



Rates and Technical Specifications

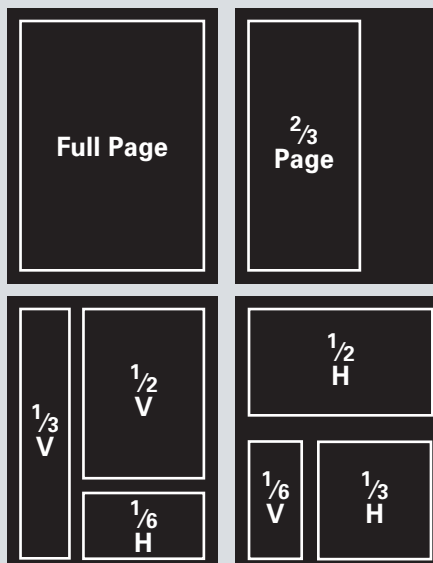
Display Advertising

Full- and partial-page advertisements are carried throughout the magazine, with four-color and PMS promatched colors available. Advertisements are full-page, four-color only. Special noncover, full-page positions are available at an additional 15 percent of the base space rate with approval by the publisher. For inserts, please contact the TMA Advertising Office for a quote.

Monthly Advertising Rates*

| Ad Size | Number of Insertions | | | |
|---------------|----------------------|---------|---------|---------|
| | 1x | 3x | 6x | 12x |
| Full | \$2,665 | \$2,203 | \$1,956 | \$1,793 |
| 2/3 | 1,680 | 1,391 | 1,234 | 1,129 |
| 1/2 | 1,450 | 1,204 | 1,067 | 973 |
| 1/3 | 1,098 | 909 | 783 | 704 |
| 1/6 | 694 | 574 | 490 | 434 |
| Back Cover | n/a | n/a | 4,153 | 3,686 |
| Inside Covers | n/a | n/a | 3,775 | 3,318 |

***NEW! No additional color charge.
Color is now included for every insertion!**



Dimensions

| Size | Non-bleed | Bleed |
|------------|---|--|
| Full | 7 ³ / ₁₆ x 9 ³ / ₄ | 8 ¹ / ₂ x 11 ¹ / ₈ |
| 2/3 | 4 ¹¹ / ₁₆ x 9 ³ / ₄ | 5 ³ / ₈ x 11 ¹ / ₈ |
| 1/2 Horiz. | 7 ³ / ₁₆ x 4 ¹³ / ₁₆ | |
| 1/2 Vert. | 4 ¹¹ / ₁₆ x 7 ¹ / ₄ | |
| 1/3 Vert. | 2 ¹ / ₄ x 9 ³ / ₄ | |
| 1/3 Horiz. | 4 ¹¹ / ₁₆ x 4 ¹³ / ₁₆ | |
| 1/6 Vert. | 2 ¹ / ₄ x 4 ¹³ / ₁₆ | |
| 1/6 Horiz. | 4 ¹¹ / ₁₆ x 2 ³ / ₈ | |

TexasMedicine

Rate Card



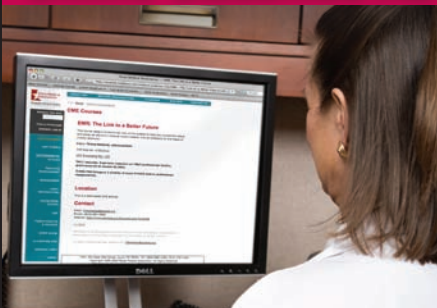
Stay Connected

Become a fan on Facebook and follow us on Twitter to:

- Take advantage of exclusive social media discounts and promotions,
- Keep up to date with important dates and deadlines, and
- Access the latest news.

For other ways to reach more than 44,000 Texas physicians and medical students, check out www.texmed.org/marketing.

WANTED: Your Online Classified Ad



For as little as \$25 you can reach physicians, office staff, medical students, and residents who:

- Look for physician and office staff job opportunities;
- Search products and services that help run a medical practice;
- Buy or sell a practice, real estate, and equipment; and
- Explore travel destinations.

<http://classifieds.texmed.org>

Questions? Contact TMA Advertising at (512) 370-1423.



Physicians Caring for Texans

Mechanical Specifications

Binding: Perfect

Printing Process: *Texas Medicine* is printed computer-to-plate, using a PDF-based workflow. For detailed specifications, please call (800) 880-1300.

Trim size: 8 1/4" x 10 7/8"

Live area: 7 3/16" x 9 3/4"

Graphic services: The Texas Medical Association Graphics Services Department can provide typesetting and graphics assistance. New ad design and major art changes are invoiced at \$50, and minor edits to current art are available for \$30.

If you are providing camera-ready artwork, column width is 2 1/4" and line screen is 133.

Deadlines, Closing Dates, and Cancellations

Space reservation (signed contract): Insertion orders/advertising contracts are due on the 1st of the month preceding publication. Advertising schedule must be completed within one year from first publish date.

Artwork deadline: Camera-ready art for all ads must be received by the 6th of the month preceding publication.

Inserts: Preprinted inserts must be received by the printer by the 10th of the month preceding publication.

Cancellations: No cancellations will be accepted after the 1st of the month preceding publication, and none may be considered executed unless acknowledged in writing by representatives of the Texas Medical Association.

Payment

First-time advertisers: All first-time advertisers are required to send payment with ad materials. Failure by any advertiser to pay on time will result in loss of any applicable discounts. Checks, MasterCard, American Express, VISA, and Discover are accepted.

Agency commissions: Recognized advertising agencies who provide camera-ready art for display ads are eligible for a 15-percent discount.