



*Texas Medicine* is an award-winning monthly magazine for Texas physicians. With more than 42,000 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 — and that's what the magazine delivers.



*Texas Medicine* is published by the Texas Medical Association (TMA), the largest state medical society in the country with more than 50,000 members.

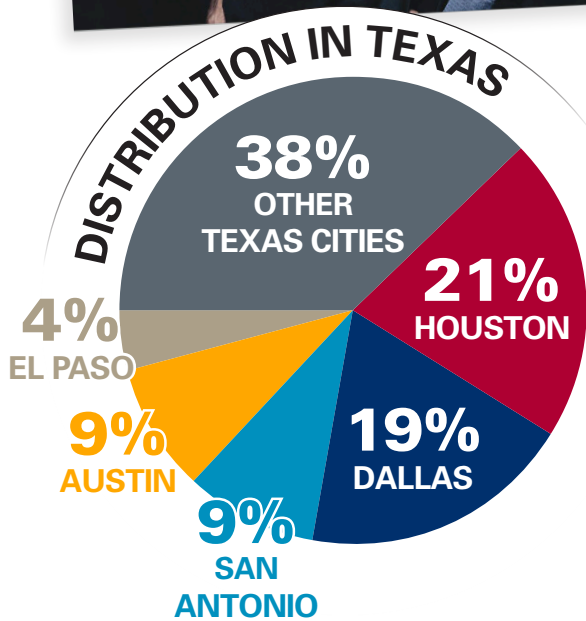
**59%** of Texas physicians look at advertisements in *Texas Medicine*.

**25%** have contacted advertisers because of an ad in *Texas Medicine*.

\* 2017 Communications Survey Results

**64%**

have purchased a product or service from a *Texas Medicine* advertiser.



### RATES AND TECHNICAL SPECIFICATIONS

#### Display Advertising

Full- and partial-page advertisements are carried throughout the magazine, with four-color and PMS promatched colors available. For custom inserts, please contact the TMA advertising office for a quote.

#### Monthly Advertising Rates\*

Ad Size	1X	3X	6X	12X
Full	\$2,852	\$2,357	\$2,093	\$1,919
2/3	\$1,801	\$1,492	\$1,324	\$1,211
1/2	\$1,552	\$1,288	\$1,142	\$1,041
1/3	\$1,176	\$974	\$839	\$754
1/6	\$743	\$614	\$524	\$464
Back Cover	N/A	N/A	\$4,444	\$3,944
Inside Covers	N/A	N/A	\$4,034	\$3,550

\*No additional color charge. Color is included for every insertion.

### AD DIMENSIONS

*All dimensions are in inches*

**FULL PAGE (BLEED)**  
8.5" x 11.125"

**FULL PAGE (NON-BLEED)**  
7.1875" x 9.75"

**2/3 PAGE**  
4.6875" x 9.75"

<b>1/6 VERT.</b> 2.25" x 4.8125"	<b>1/3 HRZ.</b> 4.6875" x 4.8125"
<b>1/2 HRZ.</b> 7.1875" x 4.8125"	

<b>1/6 HRZ.</b> 4.6875" x 2.375"	<b>1/3 VERT.</b> 2.25" x 9.75"
<b>1/2 VERT.</b> 4.6875" x 7.25"	

### MECHANICAL SPECIFICATIONS

**Binding:** Saddle Stitch

**Printing Process:** *Texas Medicine* is printed computer-to-plate, using a PDF-based workflow. For detailed specifications, please call (512) 370-1423.

**Trim size:** 8.25" x 10.875"

**Live area:** 6.75" x 9"

**Graphic services:** TMA's Graphics Services Department can provide new ad design and major art changes for a fee (quote available upon request).

### DEADLINES, CLOSING DATES, AND CANCELLATIONS

**Space reservation (signed contract):** Insertion orders/ advertising contracts are due on the first 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 sixth 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 first of the month preceding publication, and none may be considered executed unless acknowledged in writing by representatives of TMA.

### PAYMENT

**First-time advertisers:** First-time advertisers/agencies must prepay initial insertion to ensure proper placement. Contact TMA Advertising at (512) 370-1423 or email [advertising@texmed.org](mailto:advertising@texmed.org) for credit card application and payment processing assistance.

**Agency commissions:** 15 percent of gross billing for space. Subject to withdrawal on accounts not paid within 60 days.

**Earned rates:** Rates are subject to change upon 90 days' notice to current advertisers. Earned frequency rate is available at the discretion of TMA's sales and marketing director, based on space rate, size, frequency, and yearly gross advertising expenditure.



For more ways to reach 50,000 Texas physicians and medical students, visit [texmed.org/Marketing](http://texmed.org/Marketing).

 [facebook.com/texmed](https://www.facebook.com/texmed)

 [@texmed](https://twitter.com/@texmed)

 [@wearetma](https://www.instagram.com/@wearetma)

 TEXAS MEDICAL ASSOCIATION

Physicians Caring for Texans