

# 2019 ADVERTISING RATES FOR ASMA PUBLICATIONS

Prices shown are for print-ready advertisements, per insertion, per issue

## Alaska Medical Directory

Comprehensive annual book of contact information for medical professionals, facilities, agencies and organizations

Published in April – Distribution: 1,000-1,200

Readership: Medical professionals and their staffs; health care facilities, businesses and agencies; and individuals and entities that conduct business with the medical community

Page size = 5 ½ x 8 ½ inches (5.5 x 8.5)

### PREMIUM PLACEMENT, full color

DESCRIPTION	WIDTH (in.)	HEIGHT (in.)	BLEED (in.)	RATE (USD)
Back Cover	5 ½ (5.5)	8 ½ (8.5)	¼ (0.25) each side	3,100
	Width must allow quarter-inch on <u>RIGHT</u> side for spiral binding			
Inside Front Cover	5 ½ (5.5)	8 ½ (8.5)	¼ (0.25) each side	2,975
	Width must allow quarter-inch on <u>RIGHT</u> side for spiral binding			
Inside Back Cover	5 ½ (5.5)	8 ½ (8.5)	¼ (0.25) each side	2,975
	Width must allow quarter-inch on <u>LEFT</u> side for spiral binding			
Page before Table of Contents	4 ½ (4.5)	7 ½ (7.5)	None	2,300
Page after Table of Contents	4 ½ (4.5)	7 ½ (7.5)	None	2,300
Tab, front or back side (sold separately; rates are per side):				
Tier 1*	4 ½ (4.5)	7 ½ (7.5)	None	2,700
Tier 2**	4 ½ (4.5)	7 ½ (7.5)	None	2,300
Tier 3***	4 ½ (4.5)	7 ½ (7.5)	None	1,600

#### \*TABS, TIER 1 (\$2,700):

Physicians/Anchorage Area, A-H

Physicians/Anchorage Area, I-O

Physicians/Anchorage Area, P-Z

#### \*\*TABS, TIER 2 (\$2,300):

Physicians/Fairbanks Area

Physicians/Juneau & SE Alaska

Physicians/Kenai Pen & Kodiak

Physicians/Mat-Su & Elsewhere

Physical Therapists

Podiatrists

Hospitals & Other Medical Facilities

Pharmacies & Pharma Reps

Physicians Listed By Specialty

Physicians Alphabetical

#### \*\*\*TABS, TIER 3 (\$1,600):

Residents & Retired ASMA Physicians

Physician Assistants

Nurse Practitioners

Optometrists

Dentists

Organizations, Gov't, DOD, Native Care

### RANDOM PLACEMENT (inside pages), black-and-white only

DESCRIPTION	WIDTH (in.)	HEIGHT (in.)	BLEED (in.)	RATE (USD)
Full Page	4 ½ (4.5)	7 ½ (7.5)	None	1,400
Half Page	4 ½ (4.5)	3 ¾ (3.75)	None	975

Production surcharge for ads that are not print-ready = \$100

### \*DISCOUNTS & PREMIUM PLACEMENTS\*

10% discount for ordering placements in all 3 publications (premium, random or a mix). The *Heartbeat* placement must be for a full year (6 issues). *These advertisers will be given first priority for premium placement requests in all 3 publications.*

5% discount for ordering placements in the *Alaska Medical Directory* plus an ad in either *Heartbeat* or *Alaska Medicine* (premium, random or a mix). Again, the *Heartbeat* placement (if applicable) must be for a full year (6 issues). *These advertisers will be given second priority for premium placement requests.*

*Continued...*

## 2019 ADVERTISING RATES FOR ASMA PUBLICATIONS (continued)

Prices shown are for print-ready advertisements, per insertion, per issue

### Heartbeat

Membership newsletter, B&W, published in February, April, June, August, October and December

Distribution: about 600

Readership: ASMA members (physicians and physician assistants)

Page size = 8 ½ x 11 inches (8.5 x 11)

#### PREMIUM PLACEMENT, black-and-white only

Contract for full year (all 6 issues) required

DESCRIPTION	WIDTH (in.)	HEIGHT (in.)	BLEED (in.)	RATE (USD)
Inside Front Cover	7 ½ (7.5)	9 ½ (9.5)	None	550
Inside Back Cover	7 ½ (7.5)	9 ½ (9.5)	None	550
Center Spread, Left Page	7 ½ (7.5)	9 ½ (9.5)	None	550
Center Spread, Right Page	7 ½ (7.5)	9 ½ (9.5)	None	550
Back Cover (Half Page)	7 ½ (7.5)	4 ¾ (4.75)	None	500

#### RANDOM PLACEMENT, black-and-white only

These ads can be purchased for any number of issues, 1-6

DESCRIPTION	WIDTH (in.)	HEIGHT (in.)	BLEED (in.)	RATE (USD)
Full Page	7 ½ (7.5)	9 ½ (9.5)	None	500
Half Page, Horizontal	7 ½ (7.5)	4 ¾ (4.75)	None	325
Half Page, Vertical	3 ¾ (3.75)	9 ½ (9.5)	None	325
Quarter Page	3 ¾ (3.75)	4 ½ (4.5)	None	200

Production surcharge for an ad that is not print-ready = \$50

### Alaska Medicine

Annual magazine, full color, published in September

Distribution: 1,000-1,200

Readership: ASMA members plus select internal-medicine residents in northern tier states – Alaska's future doctors

Page size = 8 ½ by 11 inches (8.5 x 11)

#### PREMIUM PLACEMENT, full color

DESCRIPTION	WIDTH (in.)	HEIGHT (in.)	BLEED (in.)	RATE (USD)
Back Cover	8 ½ (8.5)	11	¼ (0.25) <u>each</u> side	2,100
Inside Front Cover	8 ½ (8.5)	11	¼ (0.25) <u>each</u> side	1,900
Inside Back Cover	8 ½ (8.5)	11	¼ (0.25) <u>each</u> side	1,900
Center Spread, Left Page	8 ½ (8.5)	11	¼ (0.25) <u>each</u> side	1,900
Center Spread, Right Page	8 ½ (8.5)	11	¼ (0.25) <u>each</u> side	1,900

#### RANDOM PLACEMENT, full color

DESCRIPTION	WIDTH (in.)	HEIGHT (in.)	BLEED (in.)	RATE (USD)
Full Page	8 ½ (8.5)	11	¼ (0.25) <u>each</u> side	1,300
Half Page, Horizontal	4	10 ½ (10.5)	None	900
Half Page, Vertical	8	5	None	900

Production surcharge for ads that are not print-ready = \$100



# 2019 ADVERTISING CONTRACT FOR ASMA PUBLICATIONS (continued)

Order deadline for multiple-publication discount: COB Dec. 17, 2018

To place more than one ad in a single publication, call (907) 562-0304 or email [drush@asmadocs.org](mailto:drush@asmadocs.org)

## Alaska Medicine

Placement Deadline: COB July 29, 2019

Art & Payment Deadline: COB Aug. 12, 2019\*

SIZE (CIRCLE ONE):    FULL PAGE    HALF PAGE HORIZONTAL    HALF PAGE VERTICAL

PREMIUM – PREFERRED POSITION (Please list up to 3, in order of preference):

RATE:

1. \_\_\_\_\_ \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

3. \_\_\_\_\_ \$ \_\_\_\_\_

*\*For all publications, materials for ads that are not print-ready and require production assistance from the ASMA staff are due 10 business days before the stated art deadlines. Such ads are subject to a production surcharge.*

## Order Summary

<u>PUBLICATION</u>	<u>RATE</u>	<u>x FREQUENCY</u>	<u>SUBTOTAL</u>
Alaska Medical Directory	\$ _____	x 1	\$ _____
Heartbeat	\$ _____	x _____ (number of issues, 1-6)	\$ _____
Alaska Medicine	\$ _____	x 1	\$ _____
<b>SUBTOTAL</b>			<b>\$ _____</b>

LESS 10% DISCOUNT FOR PLACING ADS IN ALL 3 PUBLICATIONS (\$ \_\_\_\_\_)  
(OR)

LESS 5% DISCOUNT FOR PLACING ADS IN DIRECTORY AND 1 OTHER PUBLICATION (\$ \_\_\_\_\_)

PRODUCTION FEE(S), if applicable, for ad(s) not print-ready \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

BILL ME

CHARGE TO MY CREDIT CARD (Do not email credit card information, as email is not secure!)

Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ / \_\_\_\_\_

Name on card: \_\_\_\_\_ CDV/CID# \_\_\_\_\_ Billing ZIP: \_\_\_\_\_

**Submit contract to: ASMA Publications, 4107 Laurel St., Anchorage, AK 99508-5334; fax (907) 561-2063; email [drush@asmadocs.org](mailto:drush@asmadocs.org). Questions? Call (907) 562-0304.**