

RHODE ISLAND MEDICAL JOURNAL

ADVERTISING AND SPONSORSHIP

About the Rhode Island Medical Journal

For more than a century, the Rhode Island Medical Society has published The *Rhode Island Medical Journal* (RIMJ) for the medical community in the region. This independent, peer-reviewed, electronic Journal publishes original medical and scientific articles, commentary, case reports, and clinical reviews. The content is indexed on pubmed.gov within 48 hours of publication, reaching a worldwide audience.

In addition, each issue seeks to inform and strengthen the Rhode Island health care community by reporting on newsmakers, trends and issues shaping medicine and health care in the state.

RIMJ is distributed to physicians, medical faculty and students, dentists, nurse practitioners, and an expanding list of health care professionals via email at the beginning of each month.

Access to RIMJ requires no log-in or paid subscription, and is available for download to desktops, tablets, and mobile devices. PDFs of the RIMJ are fully interactive and support Apple iBooks app features. Issues are archived for public access on rimed.org.

Your advertisements remain permanently within each issue and on the rimed.org, with links to your website.



1. Sample distribution email
[click to view full size]



2. Sample contents webpage
[click to view full size]



SPONSOR AN ISSUE

Exclusive sponsorship banners are available with prominent, permanent placement on the:

1. Distribution email
2. Contents webpage
3. Issue's masthead page

—plus a—

4. Full page display ad
- As the sponsor of an issue you will also receive a complimentary, full color ad, with all three placement advantages listed at the right.

Sponsorship artwork

The sponsorship banner will be prepared by our graphic designer at no cost to you.

Display ad artwork

PDFs must be supplied at 100% size, press-quality or 300ppi, in full color.

Sponsorship deadline

Contracts and payment must be received by the 15th of the month prior to the cover date.

3. Sample masthead page
[click to view full size]

DISPLAY ADVERTISING

Your display ad will be placed:

1. In the PDF of each issue
2. Permanently on the contents webpage with a thumbnail linked to the full-sized ad, and a link to your website
3. On the archives webpage updated monthly, also with a thumbnail linked to the full-sized ad, and a link to your website

Display ad artwork

PDFs must be supplied at 100% size, press-quality or 300ppi, in full color.

Display ad deadline

Contracts, digital files, and payment must be received by the 15th of the month prior to the cover date.

RIMS reserves the right to make the final decision on all advertisements.



1. PDF of each issue
[download an issue]



2. Contents webpage with ads
[visit webpage]



3. Archives page with ads
[visit archives]

RHODE ISLAND MEDICAL JOURNAL



ADVERTISING RATES AND DIMENSIONS

ISSUE SPONSORSHIP	1 ISSUE
EMAIL BANNER, WEBPAGE BANNER, MASTHEAD PAGE, <i>PLUS</i> FULL PAGE AD	\$3000

DISPLAY ADVERTISING	1 X RATE	3 X RATE	6 X RATE	12 X RATE
FULL PAGE	\$650	\$550	\$450	\$250
2/3 PAGE VERTICAL	\$600	\$500	\$400	\$200
1/2 PAGE HORIZONTAL	\$400	\$350	\$300	\$200
1/3 PAGE VERTICAL	\$350	\$300	\$250	\$175
1/4 PAGE VERTICAL	\$250	\$225	\$175	\$150

CLASSIFIED ADVERTISING*	1 X RATE	3 X RATE	
500 CHARACTERS (total letters and spaces) Can include link and logo JPEG or PDF	\$250	\$225	*RIMJ ads will appear free of charge for one four-week period on the "Classified Ads" page of our website, rimed.org/classifieds.asp

Agencies placing ads for clients (exclusive of classified ads) receive a 15% agency discount.

Ads must be submitted as press-quality PDFs (300ppi) at 100% size, full color.

FULL PAGE Inches: 8.5 wide x 11 tall, Picas: 51 wide x 66 tall

1/2 PAGE
Inches: 7.5 wide x 4.875 tall
Picas: 45 wide x 29p6 tall

1/4 PAGE
Inches: 3.688 wide x 4.875 tall
Picas: 22 wide x 30 tall

FULL PAGE Inches: 8.5 wide x 11 tall, Picas: 51 wide x 66 tall

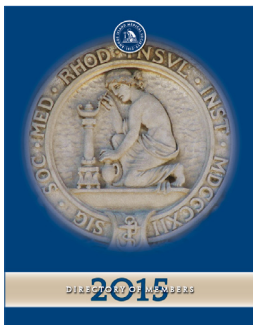
2/3 PAGE VERTICAL
Inches: 4.75 wide x 9.75 tall
Picas: 28p3 wide x 58p6 tall

1/3 PAGE VERTICAL
Inches: 2.25 wide x 9.75 tall
Picas: 13p6 wide x 58p6 tall



RHODE ISLAND MEDICAL SOCIETY
 235 PROMENADE STREET, SUITE 500, PROVIDENCE RI 02908
 ATTN: SARAH STEVENS
 ADS@RIMED.ORG OR 401-331-3207

OTHER PROMOTIONAL OPPORTUNITIES



PRINT ADVERTISING

RIMS publishes its *Directory of Members* and mails it to the full membership of physicians, affiliated health care professionals, and health care organizations.

RIMS annual *Directory of Members* is published in the first quarter of the year. A complete PDF, with ads embedded, is available on rimed.org at all times: rimed.org/pdf/pubs/directory.pdf

Advertisers will be notified in advance of publication schedules. Ads must be provided as press-quality or 300ppi grayscale PDFs at 100% size.

RATES PER SINGLE ISSUE	1/2 PAGE Horizontal 7.5 x 4.875 in	1/4 PAGE Vertical 3.7 x 4.875 in
<i>DIRECTORY OF MEMBERS</i>	\$700	\$428



CLASSIFIED ADS

RIMS runs classified ads in the *RI Medical Journal* and on its online marketplace at rimed.org/classifieds.asp.

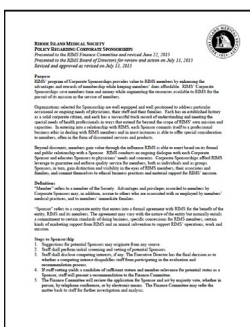
Advertise employment opportunities, office space, equipment, or other professional needs with a live link to email or your website.

Submit Word files of 500 characters (total letters and spaces) and a logo pdf if desired.

CLASSIFIED ADS	1 MONTH	3 MONTHS
<i>RI MEDICAL JOURNAL</i>	\$250*	\$225*
<i>RIMED.ORG</i>	\$100	\$90

*RIMJ classified ads will appear free of charge for one four-week period on the Classified Ad page of our website, rimed.org/classified.asp

Please contact [Sarah Stevens](mailto:sarah.stevens@rimed.org) regarding print and classified advertising at 401-331-3207.



SPONSORSHIP PROGRAM, CORPORATE AFFILIATES, AND MEETING EXHIBITORS

Depending on your preferred level of sponsorship you may be eligible for promotional benefits that include: an endorsement from the Rhode Island Medical Society, a list of RIMS members and non-members for approved mailings, placement on rimed.org with your logo and links, complimentary full page ads in *RI Medical News*, an exhibit table at RIMS events, and the use of RIMS' name and logo on approved publications.

Please contact [Megan Turcotte](mailto:megan.turcotte@rimed.org) to discuss the options that suit your needs.



RHODE ISLAND MEDICAL SOCIETY

405 PROMENADE STREET, SUITE A, PROVIDENCE RI 02908-4811

ATTN: SARAH STEVENS

ADS@RIMED.ORG OR 401-331-3207

ADVERTISING RESERVATION AND PAYMENT

Today's Date

CONTACT INFORMATION

Name

Company Name

Street Address

City, State, Zip

Phone

Email

☐ Ad Agency [15% discount] ☐ RIMS Member [10% discount]

INSERTION OPTIONS

RI MEDICAL JOURNAL	<input type="radio"/> Sponsorship	Month
Full color display ad size	<input type="radio"/> Full page <input type="radio"/> 2/3 <input type="radio"/> 1/2 <input type="radio"/> 1/3 <input type="radio"/> 1/4	
Number of consecutive insertions	<input type="radio"/> 1 <input type="radio"/> 3 <input type="radio"/> 6 <input type="radio"/> 12	Month(s)
DIRECTORY OF MEMBERS	<input type="radio"/> 1/2 page <input type="radio"/> 1/4	Single insertion, black and white
CLASSIFIED ADVERTISING	<input type="radio"/> 1 month <input type="radio"/> 3 months	

PAYMENT INFORMATION

Total Amount Due

☐ Check payable to "RI Medical Society" If paying by check, please print this form, enclose it with your payment, and send it to the mailing address above.

☐ Credit Card VISA / MC / AMEX Number

Expiration Date

Name on Credit Card

Billing Street Address

Billing City, State, Zip

Billing Phone

ACCEPTING for the ADVERTISER or AGENCY

Authorized by Date.

Signature (optional if submitting electronically)

ACCEPTING for the RHODE ISLAND MEDICAL SOCIETY

Printed name Date.

Signature