

2020 Saginaw County Medical Society Physician Directory



Attention all Physicians, Group Practices and Medical Partners

Promote your company, office and/or group practice with an advertisement in the **2020 Saginaw County Medical Society Physician Directory**.

Join the many other medical suppliers and vendors and take advantage of this unique opportunity to promote your practice, group or medical company in this widely used, easy reference resource.

There will be two separate versions of this conveniently sized Directory distributed in 2020. The Private Physician version will be distributed to members' offices, and the Public Directory will be marketed and delivered directly into the hands of the public at the Annual Health Fair, events and expos throughout the year.

A limited number of additional copies will be available at the Saginaw County Medical Society office and available electronically for download at www.SaginawCountyMS.com under the Pictorial Membership Directory tab.

**The 2020
Physician Directory
is produced by the
Saginaw County Medical Society**

**To reserve a page for your
company or physician,
please call Joan Cramer
at 989.790.3590 or
email jmcramer@sbcglobal.net**

**Space and Copy Deadline
is Friday, January 31, 2020**
Previous year's
"Premium Position" advertisers
have first right to those
positions until
Friday, January 10, 2020, at 5 p.m.

*To submit fully finished ads, please
provide press quality pdf files with all fonts
embedded. All ads submitted should be
300 dpi at 100% for best printing.
All files should be CMYK color.
If you need your ad designed, please provide
ad copy in Word or Text format
and art and logos as jpeg or eps files.*

Ad Position	Full Color	Actual Size
Back Page	\$1,800	6.25" wide x 9.62" high
Inside Front/Pg. 2	\$1,700	6.25" wide x 9.62" high
Page 3	\$1,700	6.25" wide x 9.62" high
Inside Back	\$1,700	6.25" wide x 9.62" high
Page 4, 5 or 7	\$1,700	6.25" wide x 9.62" high
Center Spread	\$2,900	2 center pgs - 13" wide x 9.62" high
Full Page	\$1,600	6.25" wide x 9.62" high
Half Page	\$905	6.25" wide x 4.75" high or 3" wide x 9.625" high
Quarter Page	\$490	6.25" wide x 2.37" high or 3" wide x 4.75" high

Price includes both Physician and Public versions. All ad design services are at no additional cost.



2020 Saginaw County Medical Society Physician Directory

ADVERTISING AGREEMENT

Name of Advertiser _____

Address _____ City _____ State _____ Zip _____

Contact Name _____ Phone (____) _____

Email _____ Date Completed/Signed ____/____/____

Signature of Authorized Representative _____

<u>Please Check Ad Desired</u>	<u>Full Color</u>	<u>Actual Size</u>
*Premium Positions		
<input type="checkbox"/> Outside Back Cover	\$1,800	6.25" wide x 9.62" high
<input type="checkbox"/> Inside Front Cover	\$1,700	6.25" wide x 9.62" high
<input type="checkbox"/> Inside Back Cover	\$1,700	6.25" wide x 9.62" high
<input type="checkbox"/> Pages 3, 4, 5 and 7	\$1,700	6.25" wide x 9.62" high
<input type="checkbox"/> Page Desired _____		
<input type="checkbox"/> Center Spread	\$2,900	2 center pages – 13" wide x 9.62" high
Randomly Placed		
<input type="checkbox"/> Full Page	\$1,600	6.25" wide x 9.62" high
<input type="checkbox"/> Half Page	\$ 905	6.25" wide x 4.75" high OR 3" wide x 9.625" high
<input type="checkbox"/> Quarter Page	\$ 490	6.25" wide x 2.37" high OR 3" wide x 4.75" high

***Current "Premium" advertisers have right of first refusal of current space until Friday, January 10, 2020, at 5 p.m.**

The above agrees to place and pay for the advertisement(s) listed above in the 2020 edition of the Saginaw County Medical Society Physician Directory (includes both Private and Public versions). The total price for the advertisement(s) is listed next to the ad dimensions. Publication date is scheduled for March 2020. All billing statements will be sent to advertisers immediately following receipt of this Advertising Agreement, and the total is due and payable by February 1, 2020, or 20 days after receipt of the invoice, whichever is later.

Please return this Advertising Agreement to Joan Cramer at jmcramer@sbcglobal.net, or mail to:
Saginaw County Medical Society | 350 St. Andrews Road, Suite 242
Saginaw, MI 48638-5988 | Office (989) 790-3590 | Fax (989) 790-3640 | Mobile (989) 284-8884

The **Public Directory** will be distributed at the 2020 Health Fair on Saturday, March 14, 2020, and throughout the year at events and physician offices/medical facilities. The **Private Directory** will be distributed in mid-April to physicians. Advertisers will receive both Directories which will also be available for download at www.SaginawCountyMS.com on the home page and under the Pictorial Membership Directory tab.