

**The Bulletin** is a full-color glossy magazine published nine times per year (September through May) by the Saginaw County Medical Society (SCMS) and has an electronic and hard copy distribution of 1,000+ per issue to member physicians and staff of all specialties throughout Saginaw County, hospital executives and staff, clinics, physician groups, other county medical societies, Michigan State Medical Society executives and medically related businesses/organizations in Saginaw, Bay and Midland Counties. **The Bulletin** is read by an impressive cross section of the health care community, and is available on our website [www.SaginawCountyMS.com](http://www.SaginawCountyMS.com) one year after the date of publication.

The pages of the **The Bulletin** are filled with insightful features affecting these member physicians, and include articles that focus on new developments in the ever changing health care field. **The Bulletin** also reports SCMS activities, events, services, new member and officer profiles, and information submitted by CMU College of Medicine, Covenant HealthCare and St. Mary's of Michigan.

Advertising is accepted on a first come, first served basis depending on available space. All ads are randomly placed except for the inside front and back covers, and outside back cover. Competing businesses will NOT be placed on facing pages.



## 2017-2018 Advertising Rates (4 color)

FREQUENCY	1x	9x
Outside back cover/inside cover front/back (if available)	\$560	\$465
Full page inside	\$420	\$375
Half page	\$270	\$225
Quarter page		\$145 (9x only)
Option to hotlink ad for an additional \$25		
Classified - \$30 for 25 words or less, additional words \$.80 each		

## Advertising Sizes (inches)

TRIM SIZE	8.5" x 11"
Full Page (no bleed)	7 1/2 inches wide x 10 inches high
Full Page (with bleed)	8 1/2 inches wide x 11 inches high (please add 1/8" inch bleed to all sides)
Half Page Horizontal	7 1/2 inches wide x 4 7/8 inches high
Half Page Vertical	3 5/8 inches wide x 10 inches high
Quarter Page Horizontal	7 1/2 inches wide x 2 5/16 inches high
Quarter Page Vertical	3 5/8 inches wide x 4 7/8 inches high

## Ad Submission Guideline

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. JPEG, TIFF or EPS files also accepted.

**FREE AD DESIGN!** If you need your ad designed, please provide ad copy in Word or text format, and art and logos as JPEG or EPS files.

Please submit all ads to [jmcramer@sbcglobal.net](mailto:jmcramer@sbcglobal.net)

## Deadline

Deadline for submission of ads – 20th of prior month (August 20 for September)

ALL ADS ARE SUBJECT TO EDITORIAL APPROVAL

For further information, please contact Joan Cramer:

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