

Established in 1911, the *Bulletin* presents local, regional and national information to physicians, bringing them news, features and opinions from the Allegheny County Medical Society and Pennsylvania Medical Society—including legal, legislative and practice management updates; colleague achievements; pharmaceutical information; community events and resources, and more.

Circulation: The *Bulletin* reaches more than 3,000 physicians in Southwestern Pennsylvania each month. It is also read by health care administrators and practice managers. Readers tell us they regularly pass along the *Bulletin* to family members and other medical professionals. *Bulletin* readers—your target audience—are physicians and medical decision-makers with above average earnings and purchasing power. Your ad will appear in front of thousands of prominent opinion leaders.

2012 BULLETIN Calendar Dates

Issue Date	Order Date	Art Deadline
January 21	December 12, 2011	December 19, 2011
February 18	January 16	January 23
March 17	February 13	February 20
April 21	March 12	March 19
May 19	April 16	April 23
June 16	May 14	May 21
July 21	June 11	June 18
August 18	July 16	July 23
September 15	August 13	August 20
October 20	September 10	September 17
November 17	October 15	October 22
December 15	November 12	November 19
January 19, 2013	December 10	December 17

2012 BULLETIN Display Rates:

Size	1X	6X	12X
Full page	\$660	\$630	\$555
1/2 page	\$420	\$390	\$360
1/3 page	\$340	\$320	\$290
1/4 page	\$275	\$250	\$230

Purchase 11 inside covers, front or back & get 12th one free!

Inside front cover/BW	\$840	\$755	\$670
Inside front cover/4C	\$1030	\$960	\$890
Inside back cover/BW	\$755	\$670	\$590
Inside back cover/4C	\$965	\$900	\$840
Back cover/BW	\$890	\$840	\$755
Back cover/4C	\$1260	\$1155	\$1050

Professional Announcements: Call (412) 321-5030 for details.

Requirements for Electronic Files (preferred)

BEST WAY: Save File as PDF; embed fonts and be sure text is 100% black only (not a CMYK build). Full color ads must be supplied as electronic art with a minimum resolution of 300 dpi; supply a color proof with file. Please e-mail ads directly to the medical society at bulletin@acms.org. Questions? Call 412-321-5030, ext.105

For Native Applications:

- Quark Xpress & Adobe Pagemaker (native files required, along with all images and fonts used in the ad)
- Illustrator files with images embedded and fonts converted to outlines.

Other Considerations

Printing process: Offset.

Trim size: 8.5 x 11.0"

Bleed negative size: 8.625 x 11.25"



All ads in the Bulletin—display & classified—appear on the ACMS website free of charge. Check out www.acms.org

Additional Charges

First-time advertisers must pre-pay first ad.

Set-up fee: \$30 for basic ad design

Color: Process/\$150 each; PMS/\$175 each

Bleed: 10% premium per page

Special Position: 15% surcharge

Additional charge may be added for patching, changes or corrections.

Inserted Materials: \$1,000/tip in and \$900/stitch in; production specifications may vary; call 412-321-5030, ext.105 with questions.

Classified Advertisements

Advance payment required for classified advertisements.

Call Bulletin Managing Editor at 412-321-5030, ext.105.

Line ads: \$80 for 20 words or less; \$5 for each additional 10 words or part thereof. Member discount available.

Box numbers for blind ads are available at \$3 per insertion.

Subscriptions

Non-member physicians: \$50

Bulletin advertisers: \$40

Hospital and non-profit \$30

Single copies: \$5

Display ad sizes

full page 7.5" W x 9.75" H	half page vertical 3.625" W x 9.75" H	half page horizontal 7.5" W x 4.875" H	one-third page horizontal 7.5" W x 3.25" H	one-third page vertical 2.5" W x 9.75" H	quarter page horizontal 7.5" W x 2.375" H	quarter page vertical 3.625" W x 4.875" H
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