

Advertising Rates & Information for WSMA Reports

GENERAL AD INFORMATION

WSMA Reports is the official printed publication of the Washington State Medical Association. It is published ten times per year with two combined issues in May/June and Nov/Dec (subject to change). Copies are sent to approximately 9,000+ WSMA members, with additional copies going to legislators, other physicians, businesses, medical societies, and friends of the association.

Closing date for space reservations is the 5th day of the month preceding the month of publication. The WSMA **does not** offer an editorial calendar.

■ Cancellation policy

Cancellations must be received by the closing date (the 5th day of the month preceding the month of publication).

All advertising is subject to approval by WSMA. If you have questions, call (206) 441-9762 or 1 (800) 522-0612.

DISPLAY ADS

B/W camera-ready art is required on the 5th day of the month preceding the month of publication.

■ Acceptable camera-ready art

Veloxes, negatives (right-reading emulsion side down), positives (wrong-reading emulsion side down), and originals of desktop-published art. Please use 133-line screen for halftones and tints.

Digital art is accepted with the following Macintosh native applications: Illustrator CS, InDesign CS, or Photoshop CS. Please include fonts with your digital file. PDFs or jpps are accepted and must be high resolution (at least 266 dpi). For PDFs, select High Quality Print setting with all fonts embedded, and grayscale—no RGB or CMYK. Digital ads may be sent via email attachment or CD. Send ads and production questions to cls@wsma.org or WSMA office address below.

■ Display rate chart

Size of advertisement	Full page	1/2 page	1/3 page	1/6 page
One time cost	\$1475	\$975	\$600	\$400
Three times/cost per issue	1325	900	540	360
Six times/cost per issue	1250	825	500	330
Ten times/cost per issue	1175	775	470	310

■ Payment for display

First-time advertisers will be asked to pay in full prior to publication. For returning advertisers, an invoice will be sent to you after publication along with a tear-sheet of the ad. Payment is due 15 days from date of invoice. Full copies of WSMA Reports are available only with a subscription. To subscribe, contact Graham Short at gfs@wsma.org.

CLASSIFIED ADS

WSMA Reports classified ad rates for **members** — \$60 for the first 50 words or less and 60¢ for each additional word; rates for **non-members** — \$100 per month for the first 50 words or less and \$1 for each additional word.

Submit your classified ad by phone/fax/email at (206) 956-3633 (voice), (206) 441-5863 (fax), gfs@wsma.org, or online at www.wsma.org/career_center.

Classified and display advertising are also available at our online **Career Center**. For more information, go to www.wsma.org/career_center.

■ Payment for classifieds

An invoice will be sent upon receipt and approval of your ad. Payment is due 15 days from date of invoice.

