



Advertising Rates

West Virginia Medical Journal

Color Rates

Four color, back cover	\$1000 ea.	*Full page ads can bleed 3 sides (8.625 x 11.25 inches)
Four color, inside back/front cover	\$900 ea.	
Four color, inside page	\$800 ea.	

Black and White Rates

<u>Size</u>	<u>1x each</u>	<u>3x each</u>	<u>6x each</u>	<u>12x each</u>
Full page b/w	\$600	\$500	\$450	\$350
1/2 page	\$400	\$325	\$275	\$225
1/3 page	\$300	\$250	\$200	\$150
1/6 page	\$200	\$175	\$150	\$125

*If spot (PMS) color is required, add \$300 per run.

Page Dimensions

Back Cover	7.5 x 8.75 in. *(With Bleed, top and left 8.625 wide by 8.875" deep)
Full page	7.5 x 10 in. *Full page ads can bleed 3 sides (8.625 x 11.25 in.)
1/2 page, horizontal	7.5 x 4.75 in.
1/2 page, vertical	3.5 x 10 in.
1/3 page, horizontal	7.5 x 3.25 in.
1/3 page, vertical	2.375 x 10 in.
1/6 page, vertical	2.375 x 4.5 in.

The WVSMA offers a 15% discount to advertising agencies.

Classified Advertising (i.e., Position Available, Seeking Position As...)

All orders for classified advertising must be placed in writing and will be subject to approval by the Managing Editor. The right is reserved to decline or withdraw advertisements at the publisher's discretion.

Deadline: First day of the month prior to month of publication. **Word Count:** Count as one word all single words, two initials of a name, single numbers or groups of numbers, hyphenated words, and abbreviations. **Rates:** \$40 per insertion (\$30 for WVSMA members) for the first 30 words; 50 cents for each additional word. The *WV Medical Journal* is published bimonthly and posted on wvsma.com.

Send advance payment with order to: The WV Medical Journal, PO Box 4106, Charleston, WV 25364. You may email your ad, but payment is still expected in advance of publication.

If you would like to place an advertisement or obtain more information, please contact Angie Lanham, at (304) 925-0342, Ext. 20, or angie@wvsma.com.

To view a copy of the WV Medical Journal online, go to: www.wvsma.com



West Virginia Medical Journal

2008-2009 Advertising Contract

This authorizes the West Virginia Medical Journal of the West Virginia State Medical Association to run a _____ page advertisement at \$ _____ per insertion in these issues:

(Please check to indicate.)

January/February	_____	_____	← INDICATE ISSUE YEAR
March/April	_____	_____	
May/June	_____	_____	
July/August	_____	_____	
September/October	_____	_____	
November/December	_____	_____	

Company Name _____

Advertising Agency (If applicable) _____
(Agencies receive a 15% discount if paid in advance)

Contact Person _____

Address _____

City _____ State _____ Zip Code _____

Phone # _____ Fax # _____ E-mail _____

Contact Person _____

Please invoice me directly. (Your signature) _____

Please invoice my advertising agency listed above. I assume full responsibility for payment if my agency fails to honor an invoice. (Your signature) _____

The WVSMA reserves the right to deny advertising space to any individual, company, group or association whose products or services interfere with the mission, objectives, endorsement agreement(s) and/or any contractual obligations of the WVSMA. The WVSMA, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue publishing any advertisement previously accepted. The *Journal* does not accept paid political advertisements.

The fact that an advertisement for a product, service, or company appears in the *Journal* is not a guarantee by the WVSMA of the product, service or company or the claims made for the product in such advertising. The WVSMA reserves the right to enter into endorsements, sponsorship and/or marketing agreements that may limit the placement of advertisements for certain products or services.

