



Advertising Rates

West Virginia Medical Journal

Color Rates

Four color, back cover	\$1100 ea.
Four color, inside back/front cover	\$900 ea.
Four color, inside page	\$1000 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.
1/2 page, horizontal	7.5 x 4.5 in.
1/2 page, vertical	3.5 x 10 in.
1/3 page, horizontal	7.5 x 3 in.
1/3 page, vertical	2.375 x 9.5 in.
1/6 page, vertical	2.375 x 4.5 in.

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

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 WWSMA 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 WWSMA. The WWSMA, 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 WWSMA of the product, service or company or the claims made for the product in such advertising. The WWSMA reserves the right to enter into endorsements, sponsorship and/or marketing agreements that may limit the placement of advertisements for certain products or services.



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West Virginia State Medical Association

WESGRAM Online Newsletter

The *WESGRAM* Online publishes one to two times per month with a database averaging more than 1,600 recipients. Our database is comprised of physicians and office managers.

For a nominal fee of \$75 per newsletter, members are able to reach their constituents directly through email. Send your copy and logo (if needed) to Angie Lanham at angie@wvsma.com.

By signing below, you authorize the WVSMA to publish in the *WESGRAM* Online Newsletter the copy you provide and agree to pay the fees described herein.

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The fact that an advertisement for a product, service, or company appears in a publication of the WVSMA 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.

2010 WV MEDICAL JOURNAL SCHEDULE

<u>ISSUE</u>	<u>ARTICLE/AD CLOSE DATE</u>
Jan/Feb	Dec. 1, 2009
Mar/Apr	Feb. 1, 2010
May/June	Apr. 5, 2010
July/Aug	June 1, 2010
Sept/Oct	Aug. 2, 2010
Nov/Dec	Oct. 4, 2010

Please note these are tentative close dates and are subject to change. If you foresee difficulty making a deadline, please give as much notice (via email) as possible.

Contact: Angie Lanham, Managing Editor
angie@wvsma.com
(304) 925-0342, ext. 20