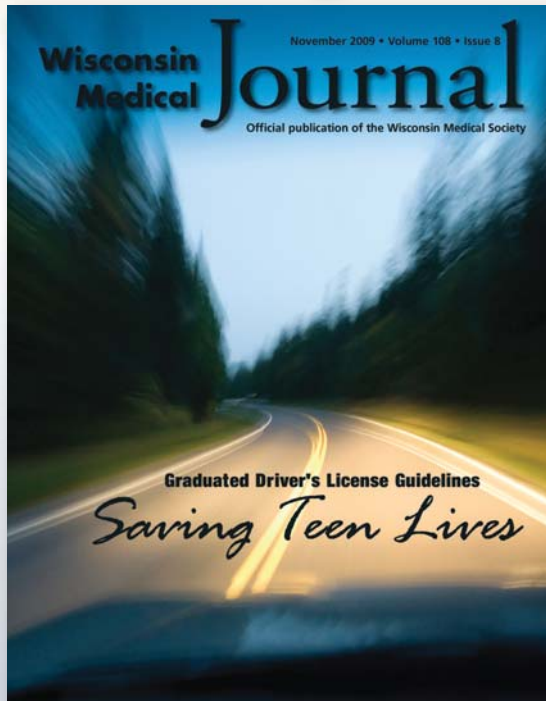


Wisconsin Medical Journal

Reach 18,000+
Wisconsin
Health Care
Professionals



Advertise in the official publication of the Wisconsin Medical Society

Established in 1903, the *Wisconsin Medical Journal* remains the major communication between the Society and its members. It provides physicians updates of Society happenings, peer-reviewed scientific articles for continuing education in the practice of medicine, and serves as a source of information for socioeconomic, business, and legislative issues as they relate to medicine.

TAKE ADVANTAGE OF THIS EFFECTIVE ADVERTISING OPPORTUNITY!

CIRCULATION AND READERSHIP:

Over 18,000 Wisconsin physicians, clinic managers, hospital administrators, and other health care professionals.

Business firms eager to reach this expanding and affluent market find it advantageous to advertise in the *Wisconsin Medical Journal*.

CONTACT: Heidi Koch
Slack Attack Communications
5113 Monona Dr., PO Box 6096, Madison, WI 53716
PHONE: 608.222.7630 / FAX: 608.222.0262
E-MAIL: heidi@slackattack.com

See the reverse side of this sheet for complete advertising information, including editorial calendar, advertising rates, and mechanical requirements.

YOUR ADVERTISING CAN ALSO BE SEEN ONLINE!

The Wisconsin Medical Society website receives nearly 1.5 million hits each month.

The Society's virtual *Journal* offers advertisers the opportunity to better attract readers' attention online by providing active links from your ad. In addition to your regular display ad in the print publication, advertisers can now also submit a Flash format ad for the electronic publication to enhance the advertising presence online.

FLASH AD GUIDELINES:

- The Flash ad must be the same dimensions as the print ad.
- Animation in ads can only be activated when readers roll their mouse over the ad (on rollover).
- If included, video can only open when a reader clicks on a link. Videos should open in a separate window, and the window can be no larger than the ad space purchased. (The video cannot cover other ads or *Journal* content.)
- Ads cannot incorporate sound unless it is part of a video which appears after a reader clicks.



www.wisconsinmedicalsociety.org/wmj

Wisconsin Medical Journal

Advertising Rates — EFFECTIVE JANUARY 2010

ALL RATES ARE NET

BLACK & WHITE	1X	3X	6X
Full Page	\$2,100	\$2,000	\$1,900
2/3 Page	\$1,600	\$1,500	\$1,400
1/2 Page	\$1,200	\$1,100	\$1,000
1/3 Page	\$1,000	\$950	\$900
1/4 Page	\$900	\$850	\$800
1/6 Page	\$575	\$550	\$525
4-COLOR POSITION PAGES			
Inside Front Cover	\$3,700	\$3,500	\$3,300
Inside Back Cover	\$3,700	\$3,500	\$3,300
Back Cover	\$3,900	\$3,700	\$3,500

COLOR RATES: One color (in addition to black): +\$265

Two colors (in addition to black): +\$395 Four color: +\$500

SUBMISSION REQUIREMENTS (ELECTRONIC):

Platform: Windows. **Media:** CD or DVD. **File Format:** eps or tif, 300 dpi, PDF (graphics and fonts embedded), InDesign (including supporting files—tif/eps, fonts). **Unsupported Formats:** Due to software limitations, we cannot accept the following: Quark XPress, WordPerfect, Microsoft Word, Microsoft Publisher, Harvard Graphics, PowerPoint, Excel or Corel Draw. **Electronic Ad Submission Checklist:** Verify ad dimensions. Don't use color if ad is black only. Copy of materials to disk (include all placed graphics, scans, logos, fonts). Provide laser print of ad. If ad is color critical, supply color accurate proofs.

INCIDENTAL CHARGES: Mechanical alterations, design, layout and typesetting: at cost. **Inserts:** Accepted at black and white space rates. Each insert counts as one insertion toward earned frequency. Furnished inserts must be delivered prepaid to printer.

TERMS: All advertising is subject to the approval of the publisher, the Wisconsin Medical Society. The publisher reserves the right to edit or refuse any advertisement. The *Wisconsin Medical Journal* is published seven times per year. No cancellations accepted less than 30 days preceding day of issue. When new advertisements are not received, the publisher shall have the right to repeat a previous advertisement. In the event of rate changes, the advertiser shall have the right to cancel or renegotiate size commitments within 30 days of notification—otherwise the contract cannot be cancelled. Prepayment may be required.

Editorial Calendar 2010

Volume 109, Issue 1: FEBRUARY 2010

Space Deadline: 1/18/2010 Ad Due: 1/21/2010

Volume 109, Issue 2: APRIL 2010

Space Deadline: 3/8/2010 Ad Due: 3/11/2009

Volume 109, Issue 3: JUNE 2010

Space Deadline: 5/17/2010 Ad Due: 5/20/2010

Volume 109, Issue 4: SPECIAL THEME*

Space Deadline: 6/21/2010 Ad Due: 6/24/2010

Volume 109, Issue 5: AUGUST 2010

Space Deadline: 8/2/2010 Ad Due: 8/5/2010

Volume 109, Issue 6: OCTOBER 2010

Space Deadline: 9/3/2010 Ad Due: 9/8/2010

Volume 109, Issue 7: DECEMBER 2010

Space Deadline: 11/29/2010 Ad Due: 12/2/2010

* This will be a special issue on a topic yet to be determined.

Mechanical Requirements

	WIDTH x HEIGHT
Full Page (no bleed)	7-1/4" x 10"
Full Page (with bleed)	8-1/2" x 11-1/4"
(Trim Size:	8-1/4" x 10-7/8")
2/3 Page	Horz. 6-3/4" x 6", Vert. 4-1/4" x 9-1/2"
1/2 Page	Horz. 6-3/4" x 4-3/4", Vert. 3-3/8" x 9-1/2"
1/3 Page	Horz. 6-3/4" x 3", Vert. 2-1/8" x 9-1/2"
1/4 Page	3-1/4" x 4-3/4"
1/6 Page	2-1/8" x 4-7/16"

For advertising information and current ad reservation deadlines please contact the *Wisconsin Medical Journal* sales office:

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