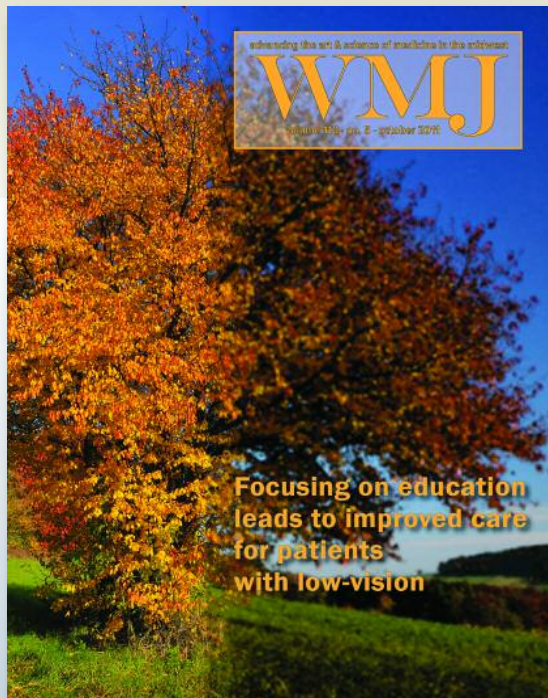


advancing the art & science of medicine in the midwest

WMJ

Reach 23,000+ Health Care Professionals in Wisconsin and the Midwest



Advertise in the official publication of the Wisconsin Medical Society

Since 1903, *WMJ* has been a trusted source for peer-reviewed scientific research for the medical community, primarily in Wisconsin. Today, its focus and impact extends throughout the Midwest. Published six times a year by the Wisconsin Medical Society, *WMJ* serves as a venue for publishing research, along with health innovations and information about socioeconomic, business and legislative issues as they relate to medicine.

TAKE ADVANTAGE OF THIS EFFECTIVE ADVERTISING OPPORTUNITY!

CIRCULATION AND READERSHIP:

Over 23,000 physicians, clinic managers, hospital administrators and other health care professionals in Wisconsin and the Midwest.

Business firms eager to reach this expanding and affluent market find it advantageous to advertise in *WMJ*.

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



Editorial Calendar 2012

Advertising Rates — EFFECTIVE SINCE 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. *WMJ* is published six 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.

Volume 111, Issue 1: FEBRUARY 2012

Space Deadline: 1/19/2012 Ad Due: 1/26/2012

Volume 111, Issue 2: APRIL 2012

Space Deadline: 3/15/2012 Ad Due: 3/22/2012

Volume 111, Issue 3: JUNE 2012*

Space Deadline: 5/10/2012 Ad Due: 5/17/2012

*June is themed issue on Clinical Information Systems/ EHRs (Electronic Health Records)

Volume 111, Issue 4: AUGUST 2012

Space Deadline: 7/12/2012 Ad Due: 7/19/2012

Volume 111, Issue 5: OCTOBER 2012

Space Deadline: 9/6/2012 Ad Due: 9/13/2012

Volume 111, Issue 6: DECEMBER 2012

Space Deadline: 11/1/2012 Ad Due: 11/8/2012

PROFESSIONAL CARD

The "Professional Card" section offers an exciting and affordable opportunity to promote your company, products and/or services to the medical community in Wisconsin and the Midwest. Include your business in the "Professional Card" section of each issue of *WMJ* throughout the year for \$1,200.00.

Dimensions of a "Professional Card" are 3.3125" wide x 2.125" high and all are in black/white. Your advertisement can include your logo, slogan and key information about your business. Ads are listed alphabetically.

Mechanical Requirements

	WIDTH x HEIGHT
Full Page (no bleed).....	7.25" x 10"
Full Page (with bleed).....	8.5" x 11.25"
(Trim Size:.....)	8.25" x 10.875"
2/3 Page Horizontal.....	7" x 6.5625"
Vertical.....	4.625" x 9.875"
1/2 Page Horizontal.....	7" x 4.875"
Vertical.....	3.375" x 9.875"
1/3 Page Horizontal.....	7" x 3.1875"
Vertical.....	2.1875" x 9.875"
1/4 Page.....	3.4375" x 4.875"
1/6 Page.....	2.1875" x 4.875"

For advertising information and current ad reservation deadlines please contact the *WMJ* sales office:

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