

Connecticut Medicine

(The Journal of the Connecticut State Medical Society)

Business and Editorial Office

160 St. Ronan St., New Haven, CT 06511 • Telephone: (203) 865-0587 • Fax: (203) 492-3836

Advertising Rate Chart

1. GENERAL ADVERTISING:

A.	One Page	Half Page	Quarter Page
1 time rate	\$800	\$500	\$300
3 time rate	760	475	285
5 time rate (1/2 year)	740	460	280
10 time rate (1 year)	680	425	255
20 time rate (2 years)	600	375	225

B. No bulk rate.

C. POSITIONS: Specified positions, other than covers, page rate plus 15%.

INSIDE COVERS: Page rate plus 40%.

OUTSIDE COVERS: Page rate plus 50%.

D. INSERTS:

a. 2-page inserts: 2 times page rate

b. 4-page inserts: 4 times page rate

c. Larger units, gate folds, tip-ins:

Special handling charges, etc.:

For unusual inserts, samples are necessary to determine charges.

E. OUTSERTS: Supplied advertisement inserted with Journal inside of polybag. Rate: \$4,000

For unusual outserts, samples are necessary to determine charges.

F. COLOR: Standard color rate \$500 per page additional, per color.

Matched rate: \$385.00

Four color rate: \$1,500.00

F. MINIMUM SIZE ADVERTISEMENT: Quarter page.

2. DISCOUNTS (must supply high resolution pdf with fonts embedded—CYMK):

A. ADVERTISING AGENCY: 15%

B. OTHERS: 15% if paid in advance of publication

3. MECHANICAL REQUIREMENTS:

A. Full page and trim size: 8" x 11"

B. Width of column: 3-1/8"

C. Width of double column: 6-1/2"

D. Depth of column: 9"

E. Number of columns to a page: 2

F. Full page advertising: 6-1/2" x 9"

Half page: 3-1/8" x 9" or 6-1/2" x 4-3/8"

Quarter page: 3-1/8" x 4-3/8"

G. Bleeds: 1/4" added outside the cropped trim size of 8x11

H. Closing date: Copy must be received by the first day of month preceding the month of issue.

I. Ad layout, typesetting, pdfs or other extra work are charged at prevailing rates which will be quoted on request.

J. Ad copy should be emailed to Rhonda Hawes at rhawes@csms.org.

4. CLASSIFIED ADVERTISING:

A. \$100.00 for 25 words or less; \$2.00 each additional word. \$10.00 additional charge for confidential replies sent in care of Connecticut Medicine. All classified advertising is payable in advance.

B. No agency commission on classified advertising.

C. Closing date: Copy must be received by the first day of month preceding the month of issue.

D. A tear sheet (or Journal) showing classified advertisement is sent without charge to each classified advertiser.

5. CIRCULATION:

A. Circulation 6,500

B. Principally to physicians

6. MISCELLANEOUS:

A. Subscription rate: \$50.00 per year. (Canada and Foreign \$60.00)

B. Single issue copy: \$8.00

C. *Connecticut Medicine* (formerly Connecticut State Medical Journal) established 1936.