

Membership Directory

August 2018

Dear Prospective Advertiser:

Thank you for your interest in the Santa Clara County Medical Association and Monterey County Medical Society. We are now in the process of preparing our 2019 Membership Directory for publication.

As you can see by the enclosed specifications, ads in our directory receive wide circulation over an entire year's span. Such exposure is to the advantage of any advertiser attempting to reach medical and related markets.

We are now accepting ads for the 2019 edition to be distributed in February. The arrangement of ads in an easy-to-find, easy-to-use "Buyer's Guide" makes it much easier for the physicians and other directory users to find just the service they are looking for, as each advertisement is included under the appropriate classification.

Divider tabs with advertising space are available. All special position advertising is limited to full-page ads only.

All ad contracts can be placed directly with us. If you need the services of an ad agency, we will be happy to accept ads through the agency for consideration under the same criteria outlined on the enclosed specification sheet. Commissions or services provided by the agency shall not be the responsibility of the publisher and agency discounts are not available.

All questions, insertion orders, payment, and electronic or camera ready copy should be sent directly to the Medical Association, Attn: Pam Jensen, Managing Editor, 700 Empey Way, San Jose, CA 95128, 408/998-8850, ext. 3012, pjensen@sccma.org.

Sincerely,

Pam Jensen
Managing Editor

enclosures

2019 EDITION
MEMBERSHIP DIRECTORY
OF THE MONTEREY COUNTY MEDICAL SOCIETY AND
SANTA CLARA COUNTY MEDICAL ASSOCIATION
700 Empey Way • San Jose, CA 95128 • 408/998-8850

Specifications

The SCCMA/MCMS **Membership Directory**, published annually by the Santa Clara County Medical Assoc., is referred to daily by the Associations' 3,000 physician members, as well as by hospital personnel, pharmacists, and many other ancillary groups and individuals.

This directory is the only official directory of the medical profession in Monterey and Santa Clara County. It lists each physician member's office address, telephone and fax numbers, medical school, graduation date, field of practice (including board certification and special medical interests), and carries an individual photo of each member as well as a geographical section categorized by specialty.

In addition to the above features, the directory lists local specialty organizations, frequently used telephone numbers, information about local hospital staffs, and a Buyer's Guide section containing advertisements of services and products of interest to physicians.

- DISTRIBUTION:** To physician members, hospitals, local associations, pharmacies, and ancillary groups and individuals.
- CIRCULATION:** Approximately 3,000 copies
- CLOSING DATE FOR COPY:** November 14, 2018 **PUBLICATION DATE:** FEBRUARY 2019
- METHOD OF REPRODUCTION:** Offset. Page size 6" x 9". Coil binding.
- SUBMISSION OF AD COPY:** Digital Graphic Art Files, **accompanied by contract and payment.**
- APPROVAL OF AD COPY:** All copy is subject to approval by the publisher and no exaggerated or unsubstantiated claims for products or services are allowed. Ads which might be misleading are not acceptable. Publisher reserves the right to reject advertising copy or to cancel an advertising contract for any reason. All ad copy accepted for publication shall become the property of the publisher.
- CANCELLATION:** Publisher will give written notice of intent to cancel any advertisement. Advertisers wishing to cancel must do so by December 4 and such ads are subject to a 10% cancellation charge.
- BILLING PROCEDURE:** **Only prepaid ads will be accepted. Payment due November 14, 2018.**
 Make checks payable to: **Santa Clara County Medical Association.**

ANNUAL ADVERTISING RATES

BUYER'S GUIDE SECTION	RATES	SPECIAL POSITIONS OR HANDLING - FULL PAGE ONLY
Full page (5.18" x 8.25") Half page (5.18" x 4.06") Quarter page (5.18" x 2") (Half and Quarter page ads - Horizontal only)	\$1,499 \$999 \$699	<p style="text-align: center;">4 Color</p> Back cover (6.625" x 9") \$4,099 Inside front cover (5.875" x 8.5") \$2,599 Inside back cover (5.875" x 8.5") \$2,599 Tab dividers (12 available) (5.25" x 8.25") \$2,199 Other positions:
DIRECTORY - \$65 PER COPY (Each advertiser receives one (1) complimentary copy)		Special position ad space should be reserved by November 14, 2018

Santa Clara and Monterey County Medical Association 2019 MEMBERSHIP DIRECTORY

700 Empey Way, San Jose, CA 95128
408/998-8850 / FAX: 408/289-1064 /Email: pjensen@sccma.org

Advertising Contract

- Renewal Ad

- New Ad

NAME OF FIRM _____

ADDRESS _____

CITY _____ ZIP _____

TYPE OF BUSINESS _____ PHONE _____

FAX _____ CONTACT PERSON _____

EMAIL _____

You are hereby authorized to place our advertisement in the Directory at the following rates:
(all ads must be prepaid - copy deadline November 14, 2018)

1. Ad specifications:
- | | | | |
|---|---------------|---------|-----------------|
| A. Buyer's Guide Section: | 1/4 page | \$699 | |
| (black/white only) | 1/2 page | \$999 | |
| | Full page | \$1,499 | \$ _____ |
| B. Special Position - 4 color: | | | |
| Back cover-\$4,099, Inside covers-\$2,599 | | | |
| Dividers & other positions - \$2,199 | Specify _____ | | \$ _____ |
| TOTAL (payment enclosed) | | | \$ _____ |

VISA/MASTERCARD # _____ EXPIRATION DATE _____

NAME ON CARD (please print) _____

Payment due by November 14, 2018. Make checks payable to:

B Santa Clara County Medical Association

2. Specify category listing desired (see list on back) _____

Advertising prices quoted are for Digital Graphic Art Files ready for pre-press. Ads not in that form are subject to additional design and/or typesetting charges. Ads are subject to approval by the publisher and no exaggerated or unsubstantiated claims for products or services are allowed. Ads which might be misleading are not acceptable. Publisher reserves the right to reject advertising copy or to cancel an advertising contract for any reason. Ad copy accepted for publication shall become the property of the publisher.

SIGNATURE _____ DATE _____

NAME & TITLE _____

*ACCEPTANCE OF ADVERTISING FOR THE
Santa Clara & Monterey County Medical Association- Membership Directory
in no way constitutes approval or endorsement of the products or services advertised therein.*

BUYER'S GUIDE

CATEGORIES

Advertising/Marketing	Lithotripsy
Alcohol & Drug Treatment	Management Service
Ambulance Service	Medical Auxiliary
Answering Service	Medical Equipment-Repair
Assisted Living	Medical Equipment-Service
Audiology	Medical Malpractice Insurance
Auto Leasing	Medical Office Space
Billing Service	Medical Practice Broker
Blood Service	Medical Staffing
Business Forms	Medical Waste
Cancer Care Center	MRI Imaging
Certified Public Accountant	Nursing Facility
Collection Service	Pain Rehabilitation
Computer Service	Pharmacy/Pharmaceuticals
Diagnostic Imaging	Physical Therapy/Rehabilitation
Education	Preferred Provider Organization
Electrolysis	Printing/Bookbinding
Employment/Recruitment	Property Management
Fertility/Infertility	Prosthetics
Financial Planning	Psychiatric/Behavioral Services
Graphic Design	Retirement Living
Home Health Care	Specialty Medical Care
Hospice	Speech Therapy
Hospitals	Sperm Bank
Imaging Center	Surgical Center
Insurance	Transcription Service
IV Infusion Service	Urgent Care
Laboratories	Vein Care
Law	

Other request: _____

(Subject to approval)