

Membership Directory

October 6, 2009

Dear Prospective Advertiser:

Thank you for your interest in the Santa Clara County Medical Association. We are now in the process of preparing our 2010 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 2010 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,

William C. Parrish, Jr.

William C. Parrish, Jr.
Executive Director

WCP:pj

enclosures

2010 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 Bureau of Medical Economics, is referred to daily by the Associations' 4,000 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 4,500 copies

CLOSING DATE FOR COPY: **DECEMBER 4, 2009** - NO EXCEPTIONS **PUBLICATION DATE:** **FEBRUARY 2010**

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. No discounts. Payment due December 4, 2009.**
 Make checks payable to: **Bureau of Medical Economics.**

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 | 4 Color | 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 - \$60 PER COPY (Each advertiser receives one (1) complimentary copy) | | Special position ad space should be reserved by December 4, 2009 | |

**Santa Clara and Monterey County
Medical Association
2010 MEMBERSHIP DIRECTORY
Published By**

THE BUREAU OF MEDICAL ECONOMICS
700 Empey Way, San Jose, CA 95128
408/998-8850 / FAX: 408/289-1064 / Email: pjensen@sccma.org - Renewal Ad

- New Ad

Advertising Contract

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 December 4, 2009)

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 December 4, 2009. Make checks payable to:
BUREAU OF MEDICAL ECONOMICS

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 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)