

Lake County Medical Society -- Newsletter Advertising Rates -- 2009

Display Ads (Black & White)	Rate	Member	Non-Member
Full Page 7.5 x 9.5 inches (not accepted at this time)	350		
Half Page, 3 column horizontal 7 1/2 x 4 1/2	250		
1 Column vertical, 2 1/4 x 3 1/2	125		
2 Column horizontal, 4 3/4 x 2	125		
2 Column boxed ad, 4 3/4 x 4 1/2	160		
Electronic artwork can be submitted. Pdf files preferred. Send to LakeDocs@aol.com			
Classified Ads			
40 words or less for paper publications; Boxed in whenever possible		20	40
50 words or less for Web site ads (90 days)		20	40
There may be additional charges for artwork submitted with Web site ads. We will be happy to get a quote in advance of printing.			
Mailing Labels (Peel & Stick) Sold only at the Discretion of the Executive Committee			
Non-members			200
LCMS Members		40	
Labels are sold for single mailing purposes only. Purchaser must agree not to reproduce or shared the list with others.			
Pictorial Membership Directory (for sale, while supply lasts)			
Members receive 1 free copy		15	75
Directory advertisements are assembled by the publishers, Elson-Alexandre in Buena Park, CA			
<p>OUR POLICY: The Medical Society may accept a limited number of paid advertisements for products or services that are relevant to the field of medicine and may be of interest to members. The income from published advertisements is intended to help defray some of the cost of producing the publications. Acceptance of advertisements is entirely within the discretion of the Executive Committee. Factors considered in accepting advertisements include, but are not limited to space availability, the relevance of products or services to the membership, and the consistency of the advertisements with the ethical opinions or policies of the organization, those of the Illinois State Medical Society or those of the American Medical Association. Acceptance of advertising in the Lake County Medical Society publications does not necessarily imply approval or endorsement of products or services advertised. Ads should be submitted by the 10th day of the month prior to the month of publication. Tel. 847-482-0222. Fax 847-574-0445 (1.2009)</p>			