



# MetroDoctors

THE JOURNAL OF THE TWIN CITIES MEDICAL SOCIETY

## Advertising Information

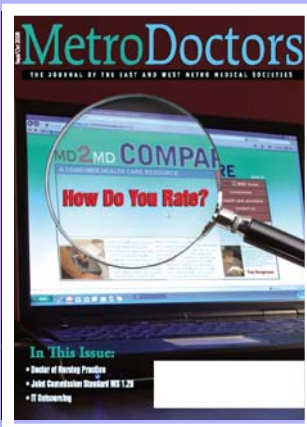
Reach up to 4,900 physicians, clinic managers and health care professionals in the 7 county metro area via *MetroDoctors*, a publications of the East and West Metro Medical Societies (formerly Hennepin and Ramsey). A great choice to target your marketing in the Minneapolis/St. Paul metro area!

*MetroDoctors* is a key resource on issues affecting the practice of medicine, the delivery of health care and other subjects of interest in the medical community.



*"Advertising in MetroDoctors has generated more business for my practice than any other advertising we have done."* Charles Crutchfield, III, MD, Crutchfield Dermatology

*"MetroDoctors is one journal of all that I get that seems to anticipate the hot topics of the moment. I wouldn't miss it!"* Thomas Flynn, MD



### MetroDoctors Ad Sales Office

Betsy Pierre  
Account Executive

[Betsy@pierreproductions.com](mailto:Betsy@pierreproductions.com)  
Phone: (952) 903-0505 X 1  
Fax (763) 295-2550

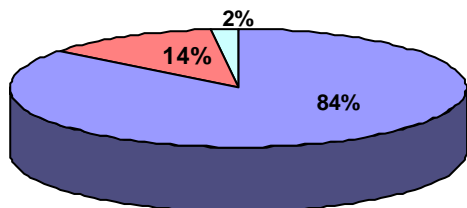
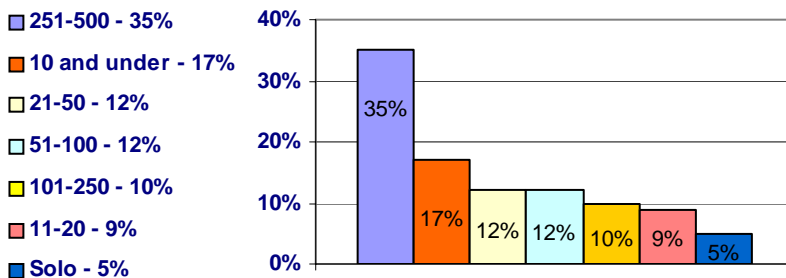
Visit our website: [www.metrodoctors.com](http://www.metrodoctors.com)

## Readership Profile

## Clinic Size (# of physicians)

Circulation: Approximately 4,900  
Distribution: 6 times per year

84% — Physicians (approximately 4,100)  
14% — Clinic Managers (approximately 700)  
2% — Health Professionals (approximately 100)



## Top 5 Specialties Represented

1. Family Practice
2. Internal Medicine
3. Pediatrics
4. Anesthesiology
5. Orthopedics & Ob/Gyn

## Issues & Deadlines

| Issue Date    | Closing Date   |
|---------------|----------------|
| Jan/Feb 2010  | Nov 13, 2009   |
| Mar/Apr 2010  | Jan 15, 2010   |
| May/June 2010 | March 26, 2010 |
| July/Aug 2010 | May 21, 2010   |
| Sept/Oct 2010 | July 30, 2010  |
| Nov/Dec 2010  | Sept 24, 2010  |

## Ad Sales Office

**Betsy Pierre**  
Account Executive

[Betsy@pierreproductions.com](mailto:Betsy@pierreproductions.com)  
Phone: 952-903-0505 x1  
Fax: 763-295-2550

## Advertising Rates

Effective January 1, 2009

Results are black & white unless otherwise indicated.

### Outside Back cover (4 color)

| Size of Ad | 1x     | 3x     | 6x     | Special* |
|------------|--------|--------|--------|----------|
| Full Page  | \$1570 | \$1520 | \$1480 | \$1180   |

### Inside Cover (front or back/BW)

|           |       |       |       |       |
|-----------|-------|-------|-------|-------|
| Full Page | \$870 | \$805 | \$760 | \$650 |
|-----------|-------|-------|-------|-------|

| Size of Ad | 1x    | 3x    | 6x    | Special* |
|------------|-------|-------|-------|----------|
| Full Page  | \$695 | \$645 | \$605 | \$525    |
| 2/3 Page   | \$590 | \$555 | \$515 | \$445    |
| 1/2 Page   | \$485 | \$455 | \$425 | \$365    |
| 1/3 Page   | \$380 | \$360 | \$335 | \$285    |
| 1/6 Page   | \$245 | \$225 | \$215 | \$185    |

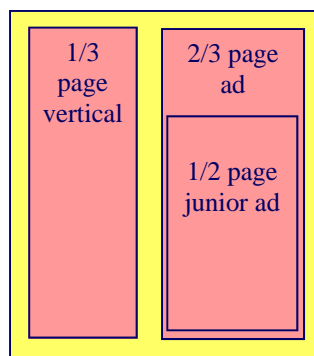
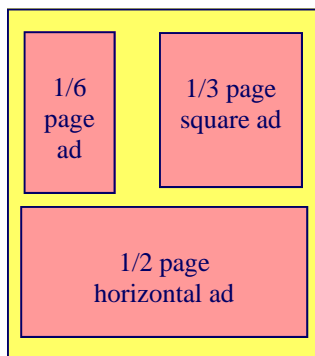
### Classified \$1.25 per word/\$40 minimum

\*Special rate applies to new physician announcements and to physician recruitment ads. A discounted online recruitment option is available to print recruitment advertisers. See bottom right box.

### Color

|                                      |       |
|--------------------------------------|-------|
| Add spot color (publisher's choice)  | \$175 |
| Add spot color (advertiser's choice) | \$540 |
| Add four color                       | \$960 |

### Display Ad Sizes



## Mechanical Requirements

| Ad Size             | Width    | x | Height   |
|---------------------|----------|---|----------|
| Trim Size           | 8 3/8"   | x | 10 7/8"  |
| Bleed Size          | 8 5/8"   | x | 11 1/8"  |
| Full Page           | 7 3/8"   | x | 10"      |
| 2/3 Page            | 4 13/16" | x | 9 13/16" |
| 1/2 Page Horizontal | 7 3/8"   | x | 4 5/8"   |
| 1/2 Page Junior     | 4 13/16" | x | 7 3/8"   |
| 1/3 Page Square     | 4 13/16" | x | 4 5/8"   |
| 1/3 Page Vertical   | 2 5/16"  | x | 9 13/16" |
| 1/6 Page            | 2 5/16"  | x | 4 5/8"   |

## Online Recruitment Advertising

Post your recruitment listing online at [www.metrodoctors.com](http://www.metrodoctors.com)!

[www.metrodoctors.com](http://www.metrodoctors.com) receives an average 4,300 visits per month.

60 day recruitment listing plus logo—\$75\*  
30 day recruitment listing—\$95

- As a special bonus available only to *MetroDoctors* print recruitment advertisers.

Call today to book your listing!

Betsy Pierre, Account Executive  
952-903-0505 x 1  
[betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# MetroDoctors

## Advertisement Insertion Order

Advertiser – please fill out information and circle where requested – Fax this order to 763-295-2550  
Your ad sales rep: Betsy Pierre, 952-903-0505 ext 1 / fax: 763-295-2550 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Publication:** MetroDoctors

**Check preferred size below:**

**Circle frequency/rate\* below:**

|   |                               |            |            |            |                 |
|---|-------------------------------|------------|------------|------------|-----------------|
| _____ Outside Back Cover  | 7-3/8" w x 10" h (Four Color) | 1x=\$1,570 | 3x=\$1,520 | 6x=\$1,480 | Special=\$1,180 |
| _____ Inside Front Cover  | 7-3/8" w x 10" h (BW)         | 1x=\$870   | 3x=\$805   | 6x=\$760   | Special=\$650   |
| _____ Inside Back Cover   | 7-3/8" w x 10" h (BW)         | 1x=\$870   | 3x=\$805   | 6x=\$760   | Special=\$650   |
| (Color covers may bleed: Trim size-8-3/8" w x 10-7/8" h. Allow 1/8" additional image to trim and keep live area 1/2" in.) |                               |            |            |            |                 |
| _____ Full Page   | 7-3/8" w x 10" h (BW)         | 1x=\$695   | 3x=\$645   | 6x=\$605   | Special=\$525   |
| _____ 2/3 Page  | 4-13/16" w x 9-13/16" h (BW)  | 1x=\$590   | 3x=\$555   | 6x=\$515   | Special=\$445   |
| _____ 1/2 Page horizontal   | 7-3/8" w x 4-5/8" h (BW)      | 1x=\$485   | 3x=\$455   | 6x=\$425   | Special=\$365   |
| _____ 1/2 Page vertical   | 4-13/16" w x 7-3/8" h (BW)    | 1x=\$485   | 3x=\$455   | 6x=\$425   | Special=\$365   |
| _____ 1/3 Page vertical   | 2-5/16" w x 9-13/16" h (BW)   | 1x=\$380   | 3x=\$360   | 6x=\$335   | Special=\$285   |
| _____ 1/3 Page square   | 4-13/16" w x 4-5/8" h (BW)    | 1x=\$380   | 3x=\$360   | 6x=\$335   | Special=\$285   |
| _____ 1/6 Page  | 2-5/16" w x 4-5/8" h (BW)     | 1x=\$245   | 3x=\$225   | 6x=\$215   | Special=\$185   |

Special rates apply to new physician announcements and to physician recruitment ads. See online upgrade option below.

**Color:** Black & white (Check below if you would like to add color to your ad.)

Add \_\_\_\_\_ Publisher's choice spot color (\$175) \_\_\_\_\_ Advertiser's choice spot color (\$540) \_\_\_\_\_ Four color (\$960)

**Please check your choice(s)**

| Insertion(s)        | Deadline(s)    | Insertion(s)       | Deadline(s)        |
|---------------------|----------------|--------------------|--------------------|
| _____ May/June 2010 | March 26, 2010 | _____ Nov/Dec 2010 | September 24, 2010 |
| _____ July/Aug 2010 | May 22, 2010   | _____ Jan/Feb 2011 | November 12, 2010  |
| _____ Sept/Oct 2010 | July 30, 2010  | _____ Mar/Apr 2011 | January 14, 2011   |

**Online Recruitment Advertising** ([www.metrodoctors.com](http://www.metrodoctors.com)). **Check choice below:**

\_\_\_\_\_ 60 day recruitment listing +logo - \$75\* Start date \_\_\_\_\_  
(\*Upgrade bonus...Must accompany a display ad reservation in MetroDoctors Magazine)  
\_\_\_\_\_ 30 day recruitment listing - \$95 Start date \_\_\_\_\_

Please email [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com) the following information to be posted: Job Title, Company, Location, Contact Name/Title, Contact Phone, Contact Email and Job Description.

**Online Tile Advertising** ([www.metrodoctors.com](http://www.metrodoctors.com)).

\_\_\_\_\_ 3 month 160 pixel x 160 pixel tile ad - \$295. Requested start time \_\_\_\_\_.\* (MetroDoctors will do its best to upload the ad as close as possible to the requested start date.) Art must be submitted as a .jpg or .gif.

**Acceptable Artwork:**

**Bleed:** Allow 1/8" additional image to trim for any bleed edges. All live matter should be 1/2" from gutter or trim edges.

**Electronic files:** Electronic Files: Ads submitted as PDFs are preferred; make sure all fonts are embedded. We also accept zip disks or CDs with Adobe InDesign, QuarkXPress, Adobe Photoshop or Adobe Illustrator files. All materials must be convertible for use in Adobe InDesign. Adobe font library used and supplied. All files submitted on disk must be accompanied by a laser proof. Spot color ads must be submitted according to advertiser choice: black + publisher's choice spot color ads should separate black + magenta and black + advertiser's choice spot color ads should separate black + PMS. Four-color, electronic files must be in CMYK color and at least 300 dpi. A full-color printout must be provided with all materials.

**Send artwork to:** Amy Bjellos, MetroDoctors art trafficker - [amy@pierreproductions.com](mailto:amy@pierreproductions.com) / 612-810-7048

Signing below constitutes agreement to the details listed above and to the General Terms & Conditions.

\_\_\_\_\_  
Advertiser Representative

\_\_\_\_\_  
Date

## **Advertisement Insertion Order General Terms & Conditions**

- *It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication--the Hennepin and Ramsey Medical Societies.*
- *Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*
- *Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.*
- *The advertiser agrees that all submit artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.*
- *The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Artwork will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*
- *Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.*
- *Cancellation of any portion of the Insertion Order voids any frequency discount.*
- *Preferred placements are non-cancellable. Other cancellations must be made within 30 days in advance of the artwork deadline.*