



Medical Society of Delaware  
LEADING THE WAY TO A HEALTHY DELAWARE

# DELAWARE MEDICAL JOURNAL 2012 MEDIA KIT

The *Delaware Medical Journal (DMJ)* is published by and for the 1,600+ physician members of the Medical Society of Delaware. It publishes original scientific articles (most of which are written by Delawareans), editorial comments on matters of interest to physicians, medicolegal information, Society activities here and elsewhere, and more. This combination makes the *DMJ* a popular publication with Delaware doctors – a publication they respect and read regularly. Such a targeted audience is hard to come by. And, as we are a nonprofit organization, our advertising rates are among the lowest you'll find, making this an unusually good value.

### *Fast Facts About Our Readership:*

The *DMJ* reaches all members of the Medical Society of Delaware, approximately 1,600 physicians.

Add in individual and academic subscribers from around the world, and you'll find the *DMJ* is delivered on average to 1,700 people every month.

The *DMJ* is published monthly and distributed on or about the 1st of the month.

Approximately 68% of our readers are male/32% female, with the percentage of female readership steadily increasing

Of our membership, 7% are younger than 35 years old, 33% are between 35 and 50, 34% are between 50 and 65, and 26% are older than 65.

Of our members, 76% practice or practiced in New Castle County, 11% in Kent County, and 13% in Sussex County.

19% of our membership is retired and 81% is actively practicing.

# Delaware Medical Journal

Serving the Delaware medical community since 1929.

## 2012 ADVERTISING RATES

PRICE PER MONTH - ALL RATES ARE NET

DEADLINE IS THE 5TH OF THE MONTH PRIOR TO PUBLICATION.

|                      | 12 x   | 6 x    | 3 x    | 1 x    |
|----------------------|--------|--------|--------|--------|
| PREFERRED PLACEMENT* | \$ 270 | \$ 295 | \$ 310 | \$ 320 |
| Full Page            | \$ 230 | \$ 245 | \$ 260 | \$ 270 |
| Half Page            | \$ 160 | \$ 150 | \$ 140 | \$ 170 |
| Quarter Page         | \$ 80  | \$ 85  | \$ 90  | \$ 95  |

\*Preferred Placement available for Full Page ads only. Applies to the following page placements: inside front cover, facing inside front cover, facing mast, facing Table of Contents, facing President's Page, facing inside back cover, inside back cover, and back cover. These spaces are spoken for quickly. Please call for availability.

## COLOR RATES

(SEPARATIONS MUST BE PROVIDED)

Color not only makes your ad more attractive, but also increases the chance it will catch the eye of your reader. Below are our moderate color prices. Please add the below rates to the amount charged for a space reservation. (Example: a four-color, 12-run ad would cost \$705 per month, \$220 reservation + \$485 color charge.)

|                 |        |
|-----------------|--------|
| FOUR COLOR      | \$ 500 |
| 1 Matched (PMS) | \$ 190 |
| 2 Matched (PMS) | \$ 310 |

## TYPESETTING

Our staff will be more than happy to create your ad for you for a nominal fee.

|              |       |
|--------------|-------|
| ONE-TIME FEE | \$ 40 |
|--------------|-------|

**DEADLINE - All materials must be received by the first of the month, one month prior to the issue of publication.** All advertisements are subject to approval by the Publication and Editorial Committee of the Medical Society of Delaware.

## SIZES

(PLEASE INCLUDE CROP MARKS)



Full Page  
7" x 10"



Half Page  
Horizontal  
6<sup>1</sup>/<sub>4</sub>" x 4"



Half Page  
Vertical  
3" x 8<sup>1</sup>/<sub>2</sub>"



Quarter Page  
Vertical  
3" x 4"



Quarter Page  
Horizontal  
6<sup>1</sup>/<sub>4</sub>" x 2"

# Delaware Medical Journal

Please mail or fax back to:

Medical Society of Delaware

900 Prides Crossing, Newark, Delaware 19713

Phone: (302) 224-5185 (800) 348-6800 ext. 231 Fax: (302) 366-1354 E-mail: kathy.jackson@medsocdel.org

## INSERTION ORDER

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Contact Name \_\_\_\_\_

Agency (if one is used) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Advertisement Title \_\_\_\_\_

| Size   | Price per month (opposite page) | Color                                    | Price per month                   |
|--|---------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Preferred Placement/Full Page _____ |                                 | <input type="checkbox"/> Four Color      | \$485                             |
| <input type="checkbox"/> Full Page _____                     |                                 | <input type="checkbox"/> 1 Matched (PMS) | \$185                             |
| <input type="checkbox"/> Half Page Horizontal _____          |                                 | <input type="checkbox"/> 2 Matched (PMS) | \$300                             |
| <input type="checkbox"/> Half Page Vertical _____            |                                 | <input type="checkbox"/> Black/White     | included _____                    |
| <input type="checkbox"/> Quarter Page Horizontal _____       |                                 | <b>Tearsheet Required?</b>               |                                   |
| <input type="checkbox"/> Quarter Page Vertical _____         |                                 | <input type="checkbox"/> Yes             | <input type="checkbox"/> No _____ |

### Preferred Placement?

Please Indicate Spot

*(Note that advertisers are sent one complimentary copy of the Delaware Medical Journal each time their ad runs. Subsequent copies are \$2.50 ea.)*

### Frequency

- 12 Times     6-11 Times  
 3-5 Times     1-2 Times

Please check the month(s) during which your ad should appear in the Delaware Medical Journal.

- January     February     March     April  
 May     June     July     August  
 September     October     November     December

### Full Payment Amount:

(Size Price x No. of Runs) + (Color Price x No. of Runs) = \_\_\_\_\_

*Payment for your first run is due upon placement. The DMJ will invoice you for subsequent placements. You may set up a payment plan (full payment up front, quarterly payment, etc.) should this be convenient for your business.*

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you would like to run an ad, please complete and sign the insertion order inside this brochure, return the original to our office and keep a copy for your records. Note that our policy is to only run ads for which we have completed, signed advertising schedules. We try our best to honor placement requests; however, adherence to the *DMJ's* editorial guidelines might sometimes preclude certain requests, as might space consideration. Preferred position advertisements (full pages only) are spoken for quickly and require booking as much as a year in advance.

Our rates are net, and *payment for your first month's run is due at the time of ad placement*. Subsequent runs will be billed to you with payment due upon receipt of the bill. There is a late payment charge of two percent for each month a payment is late. We also reserve the right to discontinue ad placement for advertisers whose payment is overdue.

Ads must be placed by the 1st of the month prior to publication. Ad copy is required by the 5th of the month prior to publication. Advertisers who submit ads that require formatting for press will be charged a one-time \$40 fee for ad creation.

The *Delaware Medical Journal* requires that advertising for medical services, including laboratory and special procedures, indicate the responsible physicians (i.e., principals, owners, or officers).

If you would like a sample copy of the *Delaware Medical Journal* or have questions, please contact :

Kathy Jackson  
Publications & Communication Coordinator  
Medical Society of Delaware  
900 Prides Crossing, Newark, DE 19713  
(302) 224-5185 or (800) 348-6800 ext. 231  
[kathy.jackson@medsocdel.org](mailto:kathy.jackson@medsocdel.org)