



MetroDoctors

THE JOURNAL OF THE TWIN CITIES MEDICAL SOCIETY

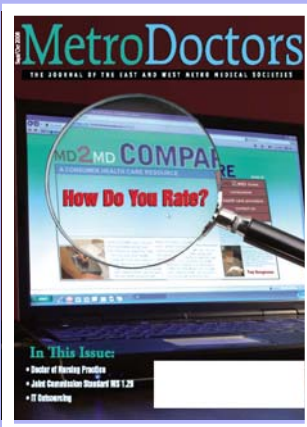
Advertising Information

Reach up to 4,900 physicians, clinic managers and health care professionals in the 7 county metro area via *MetroDoctors*, a publication of the Twin Cities Medical Society (formerly East Metro and West Metro Medical Societies). 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, Minnesota Oncology Hematology



MetroDoctors Ad Sales Office

Betsy Pierre
Account Executive

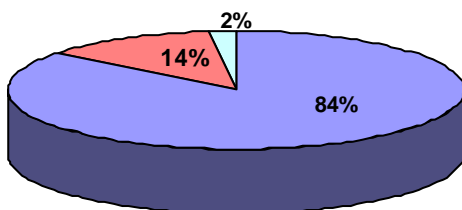
Betsy@pierreproductions.com
Phone: (952) 903-0505 X 1
Fax (763) 295-2550

Visit our website: www.metrodoctors.com

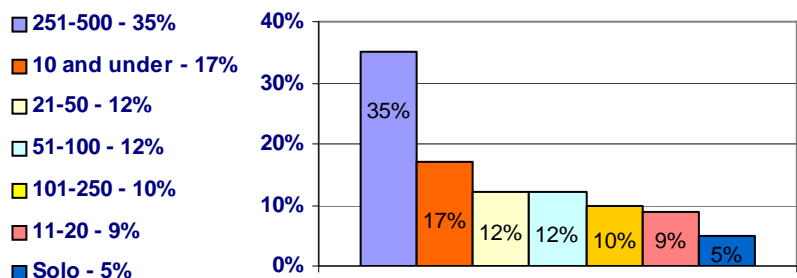
Readership Profile

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

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



Clinic Size (# of physicians)



Top 5 Specialties Represented

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

Issues & Deadlines

Issue Date	Closing Date
Nov/Dec 2011	Sept 23, 2011
Jan/Feb 2012	Nov 11, 2011
Mar/Apr 2012	Jan 13, 2012
May/June 2012	Mar 23, 2012
July/Aug 2012	May 18, 2012
Sept/Oct 2012	July 29, 2012
Nov/Dec 2012	Sept 21, 2012

Ad Sales Office

Betsy Pierre
Account Executive

Betsy@pierreproductions.com
Phone: 952-903-0505 x1
Fax: 763-295-2550

Advertising Rates

Effective July 1, 2011

Results are black & white unless otherwise indicated.

Covers (4 color)

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

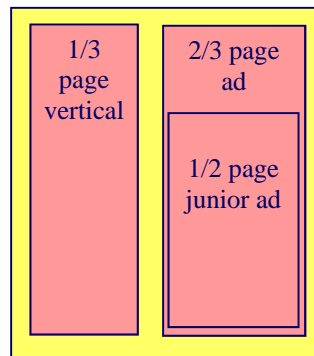
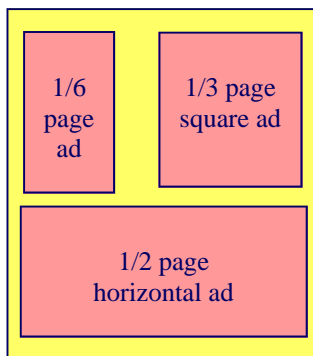
Other Options (black & white)

Classified \$1.25 per word/\$40 minimum

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
Color Upgrade	\$225	\$200	\$160	\$150

*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.

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!

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



Advertising Insertion Order

Please reserve the following ad placements -
reference current rate card

Compete and fax to 763-322-5011

Advertiser Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

BW Size/Format: _____	# of Insertions: _____	Base Rate: \$ _____	per Insertion	
Placement request: _____		Added Fee: \$ _____	per Insertion	
Full Color Upgrade:		Added Fee: \$ _____	per Insertion	
60 Day Online Recruitment Listing + logo		Added Fee: \$ _____	per Insertion	
Start Date: _____				
30 Day Online Recruitment Listing		Added Fee: \$ _____	per Insertion	
Start Date: _____				
		Ad Total: \$ _____	per Insertion	
PO# (if applicable): _____				
Special Instructions: _____				
Issues to run: <i>(see rate card for deadlines)</i>	January/February	20__	July/August	20__
	March/April	20__	September/October	20__
	May/June	20__	November/December	20__

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

Advertiser's Signature

Date

Your MetroDoctors Ad Sales Rep:
Betsy Pierre
763-295-5420 / betsy@pierreproductions.com

Mechanical Requirements

- Art Submission: Press quality PDFs preferred with fonts embedded.
- Dimensions: Refer to rate card for ad dimensions.
- Full Color: For full color art, please make sure art separates CMYK (Not RGB).
- Ad creation: Ads can be designed from your supplied copy. There is a \$50 minimum fee for ad creation.
- Send artwork to: Amy Bjellos – amy@pierreproductions.com / 612-810-7048 Please clearly label your art specific to the publication it is to appear.

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 Twin Cities Medical Society.

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.