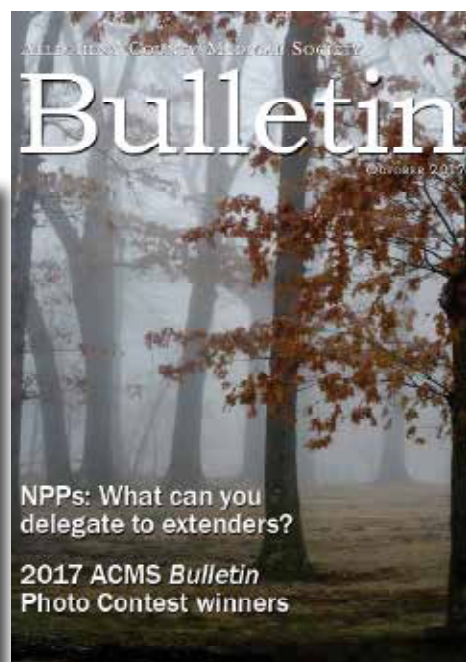
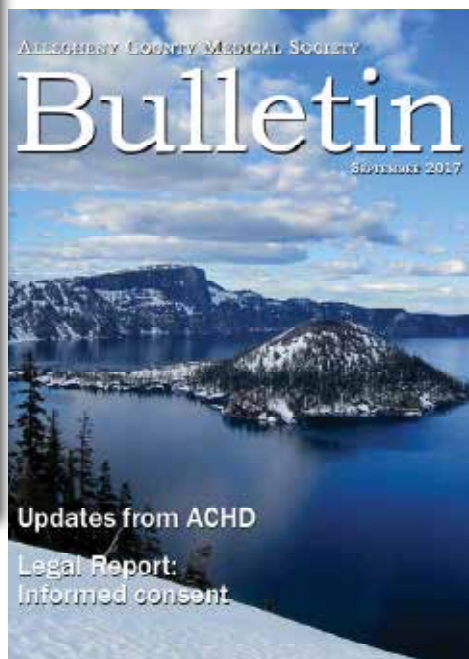


ALLEGHENY COUNTY MEDICAL SOCIETY

# Bulletin

713 Ridge Avenue / Pittsburgh, PA 15212 / Telephone (412) 321-5030 / FAX (412) 321-5030 / Email: [bulletin@acms.org](mailto:bulletin@acms.org)

The magazine for Southwestern Pennsylvania  
physician news and views since 1911



**Advertising Rates – Effective January 1, 2018**

Established in 1911, the *Bulletin* presents local, regional and national information to physicians, bringing them news, features and opinions from the Allegheny County Medical Society and Pennsylvania Medical Society – including legal, legislative and practice management updates; colleague achievements; pharmaceutical information; community events and resources; and more.

**Circulation:** The *Bulletin* reaches more than 1,900 physicians in Southwestern Pennsylvania each month. It also is read by health care administrators and practice managers. Bulletin readers – your target audience – are physicians and medical decision-makers with above-average earnings and purchasing power. Your ad will appear in front of thousands of prominent opinion leaders.

### 2018 *Bulletin* Calendar Dates

Issue Date	Order Deadline	Art Deadline
January 20	December 11	December 18
February 17	January 15	January 22
March 17	February 12	February 19
April 21	March 12	March 19
May 19	April 16	April 23
June 16	May 14	May 21
July 21	June 11	June 18
August 18	July 16	July 23
September 15	August 13	August 20
October 20	September 10	September 17
November 17	October 15	October 22
December 15	November 12	November 19
January 19, 2019	December 10	December 17

### 2018 *Bulletin* Display Rates

(Inside color positions)			
Size	1X	6X	12X
Full page	\$885	\$855	\$780
1/2 page	\$645	\$615	\$585
1/3 page	\$565	\$545	\$515
1/4 page	\$500	\$475	\$455

### 2018 *Bulletin* Cover Rates

Covers must be reserved for a full year.  
Bleed is available in all cover positions.

Inside front cover	\$800
Inside back cover	\$800
Back cover	\$950

### Requirements for Electronic Files

Save file as PDF; flatten file; embed fonts.

Full-color ads must be supplied as electronic art with a minimum resolution of 300 dpi.

Please email ads directly to Meagan Sable, Bulletin Managing Editor, at [msable@acms.org](mailto:msable@acms.org).

### Other considerations:

Printing process: Offset

Trim Size: 8.5 x 11"

Bleed negative size: 8.625 x 11.25"

### Additional Charges

First-time advertisers must pre-pay first ad.

Ad Composition Fee: \$50

PDF Article Reprints: \$125

Special Position: 15% surcharge

Inserted materials: \$1,000 tip-in; \$900 stitch-in; production specifications may vary.

### Subscriptions

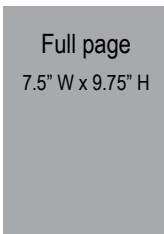
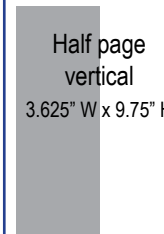
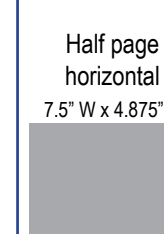
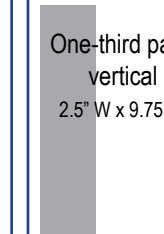
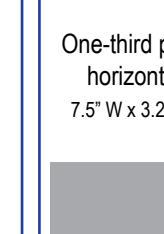
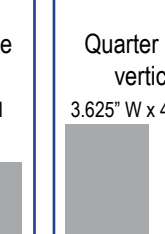
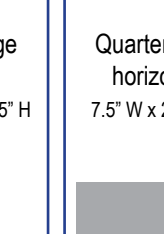
Non-member physicians: \$50 Bulletin advertisers: \$40

Hospital and nonprofit: \$30 Single copies: \$5

**All ads that appear in the Bulletin – display & classified – appear on the ACMS website ([www.acms.org](http://www.acms.org)) for free.**

For more information, call (412) 321-5030, ext. 105.

## Display ad sizes

<p>Full page 7.5" W x 9.75" H</p> 	<p>Half page vertical 3.625" W x 9.75" H</p> 	<p>Half page horizontal 7.5" W x 4.875" H</p> 	<p>One-third page vertical 2.5" W x 9.75" H</p> 	<p>One-third page horizontal 7.5" W x 3.25" H</p> 	<p>Quarter page vertical 3.625" W x 4.875" H</p> 	<p>Quarter page horizontal 7.5" W x 2.375" H</p> 
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