

PaACEP News Publication Guidelines

- Advertisements will be accepted for products or services thought to be of interest to PaACEP and will not be accepted for products or services thought to be in direct conflict with PaACEP endorsed or sponsored programs or activities.
- Advertising which simulates reading matter will be plainly marked “advertisement” in a type line above or below the insertion, in accordance with postal regulations.
- Advertisements will be run on a first-come, first-served basis as space permits.
- Initial review of proposed advertising or classified ads will be made by the executive director.
- Questions or problems regarding proposed advertising should be directed to the executive director. Problems that cannot be resolved by the executive director will be referred to the PaACEP Board of Directors whose decision will be final.
- PaACEP is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in any publication.
- PaACEP reserves the right to determine the placement of all advertisements.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue if the publisher has not received new copy by issue deadline specified. All advertising changes require the submission of new camera-ready artwork.

<u>2010 Newsletter</u>	<u>Deadline</u>
<input type="checkbox"/> Feb/March	January 20
<input type="checkbox"/> May/June	April 28
<input type="checkbox"/> Aug/Sept	July 14
<input type="checkbox"/> Nov/ Decr	October 13

<u>Classified Ads</u>		<u>Display Ads*:</u>	
50 words or less -	\$ 30	<input type="checkbox"/> Full Page –	(7.5" W X 10" H) \$550
51-100 words -	\$ 55	<input type="checkbox"/> ½ Page –	(7.5" W X 5" H) or (3.75" W X 10" H) \$380
101-200 words -	\$ 80	<input type="checkbox"/> 1/3 Page –	(3.5" W X 7.5" H) \$270
201-225 words -	\$105	<input type="checkbox"/> ¼ Page –	(5" H X 3.5" W) \$250
226+ words	\$155	<input type="checkbox"/> 1/6 Page -	(3.5" W X 3.5" H) \$160

Discount:

- 2 issues – 10% discount 4 issues – 15% discount
(Invoice must be paid in full by second insertion to receive discount)

2010 Advertising Contract

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Signature of Person Authorizing Ad _____

When signed, this is a legally binding contract, with cancellation at the discretion of the Pennsylvania Chapter, American College of Emergency Physicians.

Newsletter

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Classified Ads

- 50 words or less - \$ 30
- 51-100 words - \$ 55
- 101-200 words - \$ 80
- 201-225 words - \$105
- 226+ words \$155

Display Ads*:

- Full Page – (7.5" W X 10" H) \$550
- ½ Page – (7.5" W X 5" H) or (3.75" W X 10" H) \$380
- 1/3 Page – (3.5" W X 7.5" H) \$270
- ¼ Page – (5" H X 3.5" W) \$250
- 1/6 Page - (3.5" W X 3.5" H) \$160

Job Bank Website Ads for
 Non-Publication Months

- 50 words or less - \$ 25 per month
- 51-100 words - \$ 50 per month
- 101+ words - \$ 75 per month

Discount:

- 2 issues – 10% discount
 - 4 issues – 15% discount
 - 4 Newsletter issues and 1 On-Site Publication – 20%
- (Invoice must be paid in full by second insertion to receive discount)**

Payment Method

- Bill Me
- Check (*Payable to PaACEP*)
- MasterCard/Visa/ AMEX/Discover

Account Number: _____ Exp. Date: _____

Signature: _____

***Copy can be emailed to dstafford@pamedsoc.org. Display copy can be emailed in a PDF 'press ready,' Tiff or EPS format.**