

JOURNAL

OF THE MISSISSIPPI STATE MEDICAL ASSOCIATION

RATE CARD 2018



About

The *Journal* MSMA serves as the voice, the face, and the spirit of medicine in Mississippi. With a circulation of 4,500, the *JMSMA* reaches an upscale audience of the most progressive physicians across the state through their membership in the Mississippi State Medical Association (MSMA) as well as paid subscribers. The year 2018 represents the *Journal's* 59th year of continuous publication. The *Journal* is published ten times annually with two combined issues: June/July and November/December.

The scientific journal is the official publication of the MSMA, a physician organization serving as an advocate for its members and their patients. Founded in 1856, the Mississippi State Medical Association provides a way for members of the medical profession to unite and act on matters affecting public health and the practice of medicine.

Journal MSMA ADVERTISING RATES & INSERTION ORDER 2018

COLOR	1 X year	3 X year	6 X year	10 X year	Dimensions	Month(s)
Full Page	\$1100	\$1064	\$1026	\$952	7 1/2 x 9 7/8	
1/2 page	\$685	\$620	\$582	\$550	7 1/2 x 4 7/8 hor. 3 3/4 x 9 7/8 vert.	
1/4 page	\$457	\$388	\$370	\$337	7 1/2 x 2 1/2 hor. 3 3/4 x 4 7/8 vert.	
Doctor of Distinction	-20%	-25%				
Member Benefit Partner	-10%	-20%				

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Advertising Contract: MSMA is authorized to insert advertisement(s) beginning in the (month) _____ 2018 issue(s) of the Journal MSMA. Make check payable to the *Journal of the Mississippi State Medical Association (JMSMA)*.

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Classified Advertising

1X rate - \$5.50 per line per insertion; 5 line minimum charge of \$25.00. A nominal 1X charge for production costs will be billed to advertisers for ads which require typesetting and/or graphics.

Payment

Payment is due within 30 days of receipt of invoice. A service charge of 2% per month will be added to accounts 30 days delinquent.

Technical

Digital format preferred in EPS, PDF, JPG, or TIFF files. All files must be press quality (at least 300 dpi). Bleed files: 8 3/4 X 11 1/4. Trim size 8 1/2 X 11. Type matter may not exceed, in inches, 7 1/2 X 10.

Color

All colors are process (CMYK).

Advertising Acceptance

All advertisements may be accepted/rejected by MSMA. All advertising is subject to JAMA and MSMA policy.

