

Friday,  
January 24, 2020

SCMA 35th  
Annual

# AWARDS GALA

HONORING ACHIEVEMENTS IN OUR MEDICAL COMMUNITY

## Sponsorships and Program Advertising

**SCMA's annual Awards Gala** provides a special evening for the Sonoma County medical community to gather and honor exceptional contributions by local physicians and associated organizations. Show your support and/or congratulate honorees with a sponsorship or ad in the exclusive program booklet. **It's a special opportunity to join our celebration of achievements and service to community. Space is limited—reserve yours now!**

### HONORING AND RECOGNIZING THE ACHIEVEMENTS OF

*Outstanding Contribution to the  
Community and/or Local Medicine  
To Be Announced*

*Recognition of Achievement  
To Be Announced*

*Outstanding Contribution  
to SCMA To Be Announced*

*Practice Manager of the Year  
To Be Announced*

*Article of the Year  
To Be Announced*

SPONSORS:



**To reserve your space as a 2019 sponsor and/or program advertiser**, contact Susan Gumucio at 707-525-0102 or email/fax the fillable insertion order below to [susan@scma.org](mailto:susan@scma.org) or 707-525-4328. Space reservations due **Dec. 6**. Artwork due **Dec. 13**.

### INSERTION ORDER/CONTRACT

#### SPONSORSHIP LEVELS

#### ADVERTISING RATES

- DIAMOND \$10,000:** All benefits under Platinum plus: Introduction at the podium, name and logo on Gala name badges, sponsor package for Gala attendees; full-page ad in all issues of 2020 *Sonoma Medicine* magazine; web banner with sponsor link on landing page of SCMA website throughout 2020.
- PLATINUM \$5,000:** All benefits under Rose Gold plus: Full-page ad in 1 issue of 2020 *Sonoma Medicine* magazine and the SCMA Physician Directory.
- ROSE GOLD \$2,500:** Name and logo on all event materials and signage at event venue, table for 8, name and logo on inside cover of program, full-page ad inside program.
- GOLD \$1,000:** Name and logo on inside cover of program, 1/2-page ad inside program.
- SILVER \$500:** Name and logo on inside cover of program, 1/4-page ad inside program.
- WELCOME RECEPTION/CHAMPAGNE HOST \$5,000:** All benefits under Rose Gold plus: full-page ad in 1 issue of 2020 *Sonoma Medicine* magazine.

- Back cover . . . . \$750
- Inside back cover \$625
- Full page. . . . . \$500
- 1/2 page horiz. . . \$350
- 1/4 page vert. . . \$250
- 1/4 page horiz. . . \$250

Cover space first-come, first-served. For ad dimensions and technical requirements, see page 2.

Sponsor or  
advertiser name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Contact phone \_\_\_\_\_

Email \_\_\_\_\_

Billing address (if different) \_\_\_\_\_

Credit Card No. (if paying by card) \_\_\_\_\_

Exp. date \_\_\_\_\_

Notes/instructions \_\_\_\_\_

TOTAL COST (sponsorship and/or advertisement) \$ \_\_\_\_\_

Signature \_\_\_\_\_

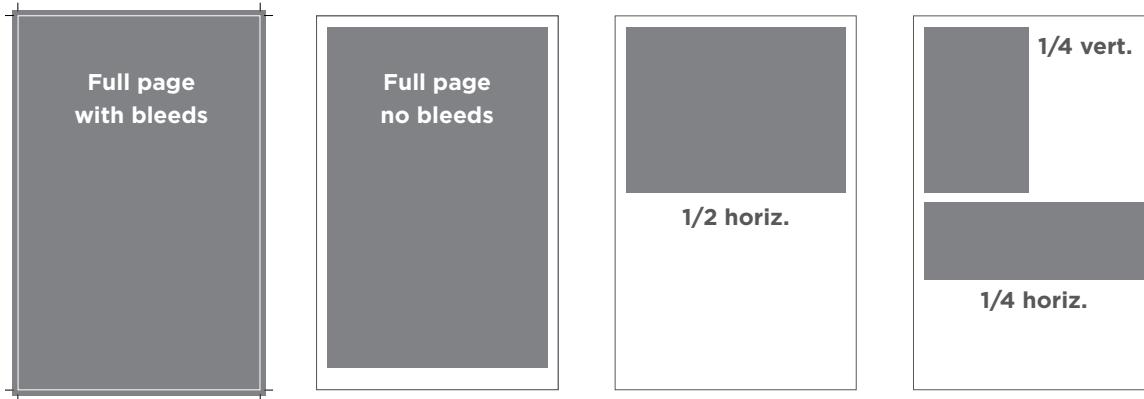
Date \_\_\_\_\_

Pay by credit card (note above or call SCMA with charge info) OR  Pay by check (SCMA will invoice if requested)

Your signature authorizes the Sonoma County Medical Association to insert your sponsorship information and/or advertisement in the 2019 Awards Gala program booklet. **Payment is due with contract** by check or charge to credit card listed above.



## AD SIZES



## AD DIMENSIONS

Size	Width	Height
Back cover*	5 3/4	8 3/4
Inside back cover*	5 3/4	8 3/4
Full page*	5 3/4	8 3/4
<b>*Dimensions include 1/8-inch bleed</b>		
Any full page w/o bleed	5	7 3/4
1/2 horiz.	5	3 3/4
1/4 vert.	2 3/8	3 3/4
1/4 horiz.	5	1 3/4

## TERMS AND CONDITIONS

## Technical requirements

## ADS

PDF is the preferred format for all ads. Other formats, and images embedded in original files, must be at least 300 dpi resolution.

- Ads must be in final print size. For full-page ads with bleeds, allow 1/8" on all sides and provide trim marks to 5.5" x 8.5".
- Fonts must be embedded in file or outlined.
- Colors must be CMYK. No Pantone spot colors; no "registration." If spot colors are used in PDF format, convert file to CMYK before submitting.
- Before creating PDF, check ads for press readiness by using pre-flight software.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.

## SPONSOR LOGOS

Preferred format is Illustrator EPS, PDF, or other vector format. If submitted in JPEG or TIFF format, file must be 300 dpi resolution.

**Production services.** Advertisers with signed insertion orders can receive up to one hour of free editorial or design services. Additional services are available at competitive rates.

**Approval.** All advertising copy is subject to approval by the Sonoma County Medical Association, which reserves the right to edit, withhold or cancel any display ad. Publication of an ad in the Awards Gala program does not represent endorsement by SCMA.

**Payment.** Payment is required with contract.

**Submitting ads.** Email ads to Susan Gumucio at [susan@scma.org](mailto:susan@scma.org).

**Questions?** Contact Susan Gumucio at **707-525-0102** or [susan@scma.org](mailto:susan@scma.org).



**SONOMA COUNTY  
MEDICAL ASSOCIATION**