

2016 MEDICAL DIRECTORY OF GREATER CINCINNATI

— IMPORTANT DATES & DETAILS —

- Advertising options for every budget – *no price increase*
- Four-color and black & white advertising available
- Print, online, and/or insert placements offered
- November 5, 2015 – previous advertiser positions will be held until this date – reserve your space today!
- November 19, 2015 – space reservation deadline
- November 23, 2015 – deadline for camera-ready artwork
- Cancellations must be received (in writing) before November 19, 2015, to avoid being billed
- February 2016 – 2016 *Medical Directory of Greater Cincinnati (62nd Edition)* published / distributed
- Advertisers are billed, after publication of the *Medical Directory*, in February.



***Place your ad in the Medical Directory and get
year-round exposure.
We will work with you to get the best placement
for your message.***

2016 MEDICAL DIRECTORY OF GREATER CINCINNATI

Published by the Academy of Medicine of Cincinnati

— MEDIA KIT —

PROFILE

In its 62nd year of production, the *Medical Directory of Greater Cincinnati (Medical Directory)* remains the area's most relied upon reference directory. Updated and published annually, it includes comprehensive individual listings for Academy members, physician groups, members of surrounding county medical societies, Greater Cincinnati hospitals, and limited listings for local physicians who are not Academy members.

This year, 1,000 copies of the *Medical Directory* will be available throughout the community along with a fully interactive digital version provided to Academy members and others who purchase the print version. Area physicians and hospitals use it extensively as a referral source. No other publication offers the exposure to Cincinnati's health care professionals that the *Medical Directory* does.

Health care professionals will use the *Medical Directory* time and again for the entire year. With our competitive rates, this publication offers a very cost-effective way to reach the regional health care community and beyond on a continual basis.

Advertisers receive one complimentary print copy (and access to the digital version) of the *Medical Directory of Greater Cincinnati* in which their ad appears.

We encourage you to advertise with us in 2016. We respect the fact that advertising budgets are tight, and, therefore, have chosen not to increase our ad prices.



FOR ADVERTISING INFORMATION CONTACT:

Pam Fairbanks • pfairbanks@academyofmedicine.org
Nancy Coomer • ncoomer@academyofmedicine.org
513-421-7010 (Pam, ext. 311 • Nancy, ext. 307)
Academy of Medicine of Cincinnati
7265 Kenwood Road, • Suite 315 • Cincinnati, OH 45236

2015 Medical Directory of Greater Cincinnati

61st Edition



2014-2015 Academy Council



Published by the
Academy of Medicine of Cincinnati
7265 Kenwood Road • Suite 315
Cincinnati, OH 45236
513-421-7010 • Fax 513-721-4378
www.academyofmedicine.org

**2016 MEDICAL DIRECTORY
OF GREATER CINCINNATI
AD SIZES AND RATES**

PRINT EDITION POSITION	SIZE (W X H)	RATE
FOUR-COLOR PLACEMENTS		
Back Cover with Bleed	5.75" x 8.5"	\$1,999
Inside Front Cover w/ Bleed	5.75" x 8.5"	\$1,799
Inside Back Cover w/Bleed	5.75" x 8.5"	\$1,799
Full Page Preferred w/Bleed	5.75" x 8.5"	\$1,549
Full Page w/Bleed	5.75" x 8.5"	\$1,249
Full Page, no bleed	5" x 7.5"	\$1,249
Half Page (H), no bleed	5" x 3.66	\$749

BLACK & WHITE PLACEMENTS		
Full Page Preferred w/Bleed	5.75" x 8.5"	\$1,199
Full Page w/Bleed	5.75" x 8.5"	\$999
Full Page, no bleed	5" x 7.5"	\$999
Half Page (H), no bleed	5" x 3.66	\$549

ONLINE/DIGITAL EDITION POSITION (minimum resolution 150)		
Vertical Banner/Skyscraper	120 x 600 px	\$1,299
Digital Cover	550 x 480 px	\$799

MAILER INSERT		
Four-color, glossy, one or two-sided [Freestanding ad, packaged with each mailed copy]	8.5" x 5.5"	\$800



*Let us deliver your
message to the Greater Cincinnati
medical community!*

2016 MEDICAL DIRECTORY OF GREATER CINCINNATI

COVERS AND SPECIAL POSITIONS – All covers and special positions will be held until **November 5, 2015**, for the organization that held the position the previous year. After **November 5, 2015**, all requests for special positions are filled on a first-come, first-served basis. A waiting list is offered for those advertisers who would like a special position. Advertisers on the waiting list will be notified after **November 9, 2015**, if their request can be honored.

SPACE RESERVATION DEADLINE – Final space reservation deadline is **November 19, 2015**.

CAMERA-READY COPY DEADLINE – Final camera-ready copy deadline is **November 23, 2015**. Acceptable formats: high resolution .pdf with fonts embedded or high resolution .jpg or .tif (300 dpi or higher). Publisher not responsible for the print quality of artwork submitted at less than the required standards. Send to pfairbanks@academyofmedicine.org.

TYPESETTING AND AD DESIGN – Advertising rates do not include typesetting or design costs. Typesetting and design services are available for an additional fee. For information, contact Pam Fairbanks at 513-421-7010, ext. 311 or pfairbanks@academyofmedicine.org.

PAYMENT – Advertising is billed upon publication in February. Publisher reserves the right to bill non-established accounts in advance. VISA, MasterCard, American Express, Discover, and company checks will be accepted for payment.

AGENCY COMMISSION – 15 percent (15%) to recognized ad agencies

ACCEPTABILITY OF ADVERTISING – The publisher or its representative reserves the right to judge the acceptability of advertising copy or content and to accept or reject advertising copy. The advertiser and/or its representative are solely responsible for ad content.

CANCELLATIONS – All cancellations must be in writing and confirmed by the publisher in writing. No cancellations will be accepted after the space reservation closing date (**November 19, 2015**).

PUBLICATION DATE – February 2016.



2016 MEDICAL DIRECTORY OF GREATER CINCINNATI

Advertising Space Agreement

Space reservation deadlines: November 5 to reserve same position as last year and **November 19** – final deadline

Please reserve the following ad space in the *2016 Medical Directory*:

PRINT EDITION POSITION	SIZE (W x H)	RATE
FOUR-COLOR PLACEMENTS		
<input type="checkbox"/> Back Cover with Bleed	5.75" x 8.5"	\$1,999
<input type="checkbox"/> Inside Front Cover w/ Bleed	5.75" x 8.5"	\$1,799
<input type="checkbox"/> Inside Back Cover w/Bleed	5.75" x 8.5"	\$1,799
<input type="checkbox"/> Full Page Preferred w/Bleed	5.75" x 8.5"	\$1,549
<input type="checkbox"/> Full Page w/Bleed	5.75" x 8.5"	\$1,249
<input type="checkbox"/> Full Page, no bleed	5" x 7.5"	\$1,249
<input type="checkbox"/> Half Page (H), no bleed	5" x 3.66	\$749

BLACK & WHITE PLACEMENTS

<input type="checkbox"/> Full Page Preferred w/Bleed	5.75" x 8.5"	\$1,199
<input type="checkbox"/> Full Page w/Bleed	5.75" x 8.5"	\$999
<input type="checkbox"/> Full Page, no bleed	5" x 7.5"	\$999
<input type="checkbox"/> Half Page (H), no bleed	5" x 3.66	\$549

ONLINE/DIGITAL EDITION POSITION (minimum resolution 150)

<input type="checkbox"/> Vertical Banner/Skyscraper	120 x 600 px	\$1,299
<input type="checkbox"/> Digital Cover	550 x 480 px	\$799

MAILER INSERT

<input type="checkbox"/> Four-color, glossy, 1- or 2-sided	8.5" x 5.5"	\$800
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Discounts: Recognized Ad Agency (15%)

Advertising Copy: New camera-ready copy must be received by **November 23, 2015**. Advertisers who fail to send copy by the deadline will still be billed for space reserved. Acceptable formats: high resolution .pdf with fonts embedded or high resolution .jpg or .tif (300 dpi or higher).

Use 2015 ad Camera-ready copy to be received by November 23
[e-mail to pfairbanks@academyofmedicine.org]

Typesetting/design service requested

Please put me on the waiting list for: _____

Date agreement submitted _____

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Advertising Agency (if applicable) _____

Agency Contact _____ Title _____

Agency Address _____

Agency City _____ State _____ Zip _____

Agency Phone _____ Fax _____

E-mail _____

Check enclosed (made payable to the Academy of Medicine of Cincinnati)

Bill me in February (after publication)

Credit Card Information MC VISA AMEX DISC

Bill my card now Bill my card in February (after publication)

Credit Card Number _____ Exp Date _____

Name on card _____

Billing address _____

Authorizing Signature _____

Return by mail or fax to: Academy of Medicine of Cincinnati • Medical Directory • 7265 Kenwood Road • Suite 315 • Cincinnati, OH 45236 • Fax 513-721-4378
Email to Pam Fairbanks (pfairbanks@academyofmedicine.org) or Nancy Coomer (ncoomer@academyofmedicine.org) • Phone 513-421-7010