



MEDICAL MEMBERSHIP DIRECTORY ADVERTISING RATES AND SPECIFICATIONS

Maximize your visibility with Pueblo County Medical Society’s 300 member medical providers and help generate sales by receiving year round exposure advertising in our annual medical directory. Advertising space is offered both in black and white as well as in full-color. The Directory trims to 5.5” wide by 8.5” tall and is saddle stitch bound. It is printed in the quantity of 500 and, as the most comprehensive medical directory, will be distributed throughout Southern Colorado.

ADVERTISING RATES AND SPECIFICATIONS:

1. **Full Page Ad** - image size for a full-size ad is 4.75” wide by 7.5” tall to allow for binding and margins. All full page ads include one photograph and text. Additional photos/scans cost \$20.00 each.

Conditions	Prepaid Costs	Invoiced Costs
a) Black and White	\$650	\$700
b) Color (inside page)	\$925	\$950
c) Inside Back Cover Color Only (1 available)	\$925	\$950
d) Inside Front Cover Color Only (1 available)	\$950	\$975
e) Outside Back Cover Color Only (1 available)	\$1,000	\$1,025

2. **Half Page Ad** - image size for half page horizontal is 4.75” wide by 3.75” tall. Vertical size for half page is 2.38” wide by 7.5” tall. All half page ads include one photograph and text. Additional photos/scans cost \$20.0 each.

Conditions	Prepaid Costs	Invoiced Costs
f) Black and White	\$400	\$425
g) Color (inside page)	\$500	\$525

3. **One-Third Page Ad** - image size for a 1/3 page ad is 4.75” wide by 2.50” tall. All 1/3 page ads include one photograph and text. Additional photos/scans cost \$20.00 each.

Conditions	Prepaid Costs	Invoiced Costs
h) Black and White	\$350	\$375
i) Color	\$450	\$475

4. **Preferred Position Ad** – text and image advertisement placed in the front portion of Directory is an additional cost of \$50.00 each plus above prepaid costs only.

5. **Additional Listing Ad** – text only additional listing advertisement in the back of Directory is an additional cost of \$50.00 each plus above prepaid costs only.

Note: All files should be emailed to Pueblo County Medical Society at directory@pueblcms.org. JPEG files are preferred with the resolution set at 300.