

## Electronic Newsletter Advertising Rate Sheet

Advertise today by emailing your Pueblo County Medical Society (PCMS) representative at [cheryl.law@pueblocms.org](mailto:cheryl.law@pueblocms.org) or call 719-281-6073. With over 300 unique members, PCMS is an essential way to reach healthcare professionals in Pueblo County and surrounding areas.

Service and deliverable rates follow - but with all the solutions we have to meet your objectives, there's just no way to fit them on one rate card. Call 719-281-6073 to get a solution customized to your needs:

- ✓ Frequency: Advertisements will run in monthly e-newsletter throughout the year. Ads are placed within the publication at the discrepancy of the publisher.
- ✓ Specs: Ad insertion must be a camera-ready copy. For the best quality, ads should be submitted at 300 dpi at the size they will be when printed. Prefer ad files saved in these formats: pdf, jpg.
- ✓ Costs: Monthly ads may be paid per insertion. Yearly ads, total cost is to be paid-in-full prior to first insertion. Costs per ad insertion are as follows, which fit better with how people interact with electronic ads:
  - \$125 monthly or \$1500 annually for full-page ad image size: 800 pixels by 191 pixels or, in inches, 11.111 inches by 2.653 inches
  - \$100 monthly or \$1200 annually for half-page ad - horizontal only, 8.5" wide x 5.5" tall
- ✓ Deadline: Each respective ad is due the first of each month of insertion.
- ✓ Invoices: A billing invoice will be sent after each edition is published along with a copy of the monthly e-newsletter or, if payment in full is received in advance, only the copy of the monthly e-newsletter will be sent.

Please attach ad(s) to an email and send to [Cheryl.law@pueblocms.org](mailto:Cheryl.law@pueblocms.org). Send an updated replacement ad, if necessary, with prior notification. Include the following information in your email request to advertise in PCMS's monthly e-newsletter:

- Company Name:
- Business Address:
- Contact Person:
- Business Phone:
- Contact E-mail:
- Bill to Name:
- Bill to Email:

We will email you a confirmation once your ad is approved (content and size) for placement in our monthly electronic newsletter publication.

Thanks in advance for your patronage.

*Pueblo County Medical Society*