



THE Journal

OF THE ARKANSAS MEDICAL SOCIETY

THE JOURNAL

The Journal, has a current circulation of 4,500 which include the membership of the Association and paid subscribers. *Journal of the Arkansas Medical Society* is the official publication of the AMS. The Association's membership is composed of physicians representing all medical specialties.

CONTENT

Each issue of *the Journal* contains a variety of timely feature articles and regular departments.

Some of these are:

- Scientific articles
- Special articles on a variety of current topics related to medical practice in Arkansas
- The President's Page
- Editorial
- Letters and Comments from Association Members

For more advertising information, contact Penny Henderson:
call 501.224.8967 or penny@arkmed.org

2016 Advertising Rates

(Rates are net. Contract rates are based on insertion times.)

Ad Specifications

Full Page	
Trim	8.375" x 10.875"
Bleed	8.75" x 11.25"
Live Area	7.375" x 10.375"
2/3 Page	5" x 10"
1/2 Page Horiz	7.375" x 4.875"
1/3 Page	5" x 4.875"
1/6V	2.5" x 4.875"

PDF files are preferred, however, Quark 6.5 or less, Illustrator CS4 or less and Pagemaker 6.5 files are also accepted. All images must be a minimum of 300 dpi and CMYK for optimal output. All fonts must be embedded, converted to outlines or included with collected files. Files must be submitted digitally on CD or via email to avoid extra charges. Ads that do not meet the above criteria will be returned for correction or incur production charges. Questions about digital specifications should be directed to AMS staff.

Color specs: Four-color process; 300 dpi; saddle-stitched binding 2016

Ad sizes	1-3 times per insertion	4-6 times per insertion	7-11 times per insertion	12 times per insertion
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Black & White

Full Page	\$1,490	\$1,070	\$930	\$860
2/3 Page	\$1,065	\$840	\$720	\$670
1/2 Page	\$850	\$695	\$605	\$555
1/3 Page	\$580	\$480	\$410	\$385
1/6 Page	\$410	\$295	\$280	\$250

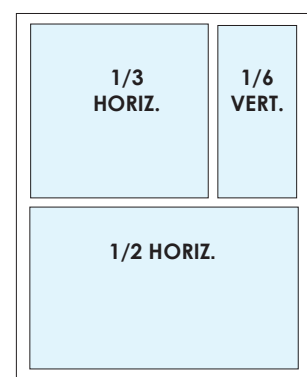
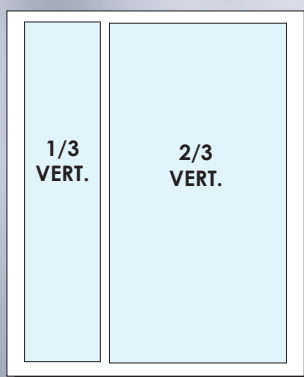
4-Color

Full Page	\$1,700	\$1,420	\$1,235	\$1,155
2/3 Page	\$1,330	\$1,110	\$970	\$895
1/2 Page	\$1,110	\$925	\$810	\$750
1/3 Page	\$775	\$645	\$555	\$535

COVERS†

4th cover	\$1,565	\$1,370	\$1,290
3rd cover	\$1,495	\$1,305	\$1,205
2nd cover	\$1,495	\$1,305	\$1,205

†When available



The Journal reserves the right to reject any and all advertisements. The Journal also reserves the right to modify advertisements containing statements or illustrations that are extravagant, superlative or offensive or not accepted by the advertising committee.

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