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2013

DUVAL COUNTY

medical society

MEDIA KIT



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6620 Southpoint Dr. S., Ste. 310
Jacksonville, FL 32216
www.heritagepublishinginc.com



DUVAL COUNTY MEDICAL SOCIETY

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WEBSITE: www.dcmsonline.org

June 1, 2012

To Whom It May Concern:

The Duval County Medical Society (DCMS) is pleased to announce the launch of its advertising sales campaign for the 2013 DCMS Membership Directory. As always, the directory features a 4-color editorial and local information section **providing invaluable information to more than 2,500 physician members throughout Northeast Florida.** We are proud to recognize our exclusive relationship with Heritage Publishing and encourage you to meet with their sales team to maximize your exposure in this widely used resource for local physicians and their office staff. **In fact, the DCMS has recently renewed its exclusive agreement with Heritage to publish the directory through 2015.**

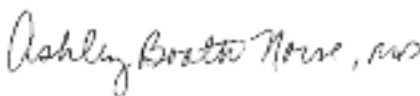
The DCMS Membership Directory is published annually and has become an extremely popular and valuable reference and referral source for our physician members, their staff, local hospitals, healthcare facilities and healthcare providers. **The directory contains contact information for each DCMS member including NPI number, office and home address & phone, private lines, fax numbers and email/website addresses.** DCMS members are listed alphabetically, by last name, as well as by specialty for easy access. Physician listings are also provided for surrounding county medical societies the DCMS manages (Clay, Nassau, Putnam, and St. Johns – an additional 400+ physicians) to assist with physician referrals in Northeast Florida.

The purpose of this directory is to promote the concept of “members doing business with members & supporters” and to provide a comprehensive, easy-to-use reference and referral guide. However, without your advertising support, this publication would not be possible.

Approximately 5,500 directories will be published, and distribution will begin in early January 2013. Two copies of the 2013 DCMS Membership Directory will be distributed free of charge via mail to all DCMS members. In addition, the DCMS will distribute the 2013 directory at meetings and seminars, to new members, and will sell additional copies to local hospitals, healthcare facilities and friends of medicine.

Should you have any questions about this project, please do not hesitate to call Laura Townsend, Communications Specialist, at (904) 355-6561 ext. 101, or Bryan Campbell at ext. 105. We thank you for your consideration and look forward to having you in the 2013 directory.

Thank you for your support,



Dr. Ashley Booth-Norse
DCMS President



Bryan Campbell
EVP/Executive Director

Serving DUVAL, CLAY, NASSAU, PUTNAM and ST. JOHNS Counties

**DUVAL COUNTY MEDICAL SOCIETY
DUVAL COUNTY MEDICAL SOCIETY ALLIANCE
CLAY COUNTY MEDICAL SOCIETY
CLAY COUNTY MEDICAL SOCIETY ALLIANCE
NASSAU COUNTY MEDICAL SOCIETY
PUTNAM COUNTY MEDICAL SOCIETY
ST. JOHNS COUNTY MEDICAL SOCIETY**

DCMS Foundation

- We Care Jacksonville
- The Jacksonville Health Education Program (JHEP)
- The founding and development of the Borland Medical Library
- Countywide polio and rubella inoculation programs
- Financial and medical supply relief for international disaster victims
- Continuing medical education for physicians
- Partnering with the DCMS to produce the award-winning journal: *Northeast Florida Medicine*
- Support for the International Health Volunteers Organization (www.internationalhealthvolunteers.org)

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2013 ADVERTISING RATES

4-Color Premium Positions	Type of Advertisement	Rate
	Outside Back Cover (Full Bleed).....	\$5,995
	Inside Front Cover (Full Bleed).....	\$4,995
	Inside Back Cover (Full Bleed).....	\$4,395
	Tab Insert* (2 Sides/Full Bleed with extension)	\$6,500
	DCMS Premium Tab Insert** (Full Bleed with NO extension)	
	Front Side	\$4,000
	Back Side	\$3,500

4-Color	Full Page 1-5 (with or without Full Bleed)	\$3,995
	Full Page (with or without Full Bleed)	\$3,775
	1/2 Page Vertical.....	\$2,595
	1/2 Page Horizontal	\$2,595
	1/4 Page Vertical.....	\$1,775
	1/4 Page Horizontal	\$1,775

Black & White	Full Page (with or without Full Bleed)	\$3,245
	1/2 Page Vertical.....	\$2,395
	1/2 Page Horizontal	\$2,395
	1/4 Page Vertical.....	\$1,445
	1/4 Page Horizontal	\$1,445
	1/8 Page Vertical.....	\$1,045
	1/8 Page Horizontal	\$1,045
	Logo on Complimentary Listing.....	\$495
	Bold Listing.....	\$350

*Tab will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. There is no guaranteed space placement for inserts.

** Premium Tabs will be placed in one of three places: Members Alphabetically, Members by Specialty or Ancillary Services.

DIRECTORY INFORMATION & ADVERTISING DEADLINES

Ad CopyOctober 5, 2012

Publication DateJanuary 18, 2013

- Space reservations and contracts will be accepted immediately.
- Advertising placement is based on size and seniority.

SPECIAL ADVERTISING RATES

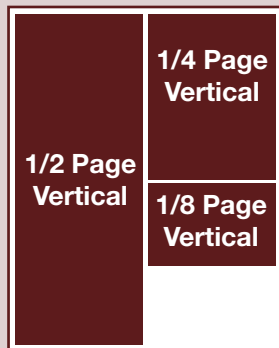
- Agency discount is 15%. To qualify for an agency discount, your advertising agency must provide "camera ready" artwork in an acceptable file format as specified in the Printing Specifications & Artwork Submissions section below and include a bona fide Agency Insertion Order. **This discount excludes Tab Inserts.**
- A discount of 5% is available to all advertisers who prepay upon contract.

PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 6" x 9"

Full Page

Trim Size: 6 x 9
Live Area: 5.25 x 8.2
Bleed: 6.25 x 9.25



1/2 Page Vertical
2.542 x 8.2

1/4 Page Vertical
2.542 x 4.038

1/8 Page Vertical
2.542 x 1.956

1/8 Page Horizontal

1/4 Page Horizontal

1/2 Page Horizontal

1/2 Page Horizontal
5.25 x 4.038

1/4 Page Horizontal
5.25 x 1.956

1/8 Page Horizontal
5.25 x 0.913

All measurements are listed in inches.

FAST FACTS

Who

- The DCMS is a voluntary professional association of over 2,000 physicians (MD/DO) dedicated to the health of Jacksonville and the surrounding community. A non-profit organization governed by an elected board of directors, the Society accomplishes its mission with the support of its physician members, the DCMS Alliance (i.e., physician spouses), and partnerships throughout the community.
- The Oldest and Largest Medical Society in the State of Florida serving as the VOICE for Organized Medicine in Duval County Celebrating 159 years of Physician Advocacy & Community Service.

What

- Valuable Reference and Referral Source for Physician Members, Office Managers & Administrators, Local Hospitals, Healthcare Facilities and Providers.
- Extremely Privileged Information for Each Physician Member Including NPI Number, Home Address & Phone, Private Back Lines & Email addresses
- Includes Physician Listings for Members of the Clay, Nassau, Putnam & St. Johns Counties Medical Societies

Why

- Promoting the Concept of "Members Doing Business with Members & Supporters"

How

- 5,500 Copies will be Published with 2 Copies being Mailed Directly to All DCMS Members Free of Charge. Additional Copies are Purchased by Hospitals, Healthcare Facilities and certain providers

When

- Annual Publication Due out January 18, 2013.



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