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July 21, 2008

Dear Members:

The Escambia County Medical Society (ECMS) has authorized Heritage Publishing to produce our 2009 Physician Directory. The Medical Society has not produced a directory in eight years. As a benefit to our members, the directory will list the physicians alphabetically and by specialty. The directory will contain the physician name, address, phone number, specialty, NPI and website address if applicable. Our 2009 ECMS Directory will be distributed to each member at no cost.

The membership directory will feature a 4-color editorial and local section providing invaluable information to our physician network. The directory is paid for by advertising revenue. We encourage our physicians to meet with Heritage Publishing's sales team to maximize your exposure in this widely used resource guide.

The purpose of this directory is to promote the concept of members doing business with both members and supporters, as well as to provide a comprehensive, easy to use reference and referral guide.

Approximately 2,000 Directories will be published and distribution will begin in mid March 2009. Two copies of the 2009 ECMS Membership Directory will be distributed free of charge via mail to all ECMS members. In addition, the ECMS will distribute the 2009 Directory at meetings, seminars, to new members as well as sell additional copies to local hospitals, healthcare facilities and friends of medicine.

In the next few weeks, we will begin the process of collecting data and verifying information. I appreciate your cooperation as this will be a wonderful directory in your hands and on our new website. Should you have any questions about this project, please do not hesitate to give me a call.

Thank you for your continued support,

Holly Strickland

Holly Strickland
Executive Director



2009 Escambia County Medical Society MEMBERSHIP DIRECTORY

ANNUAL ADVERTISING RATES

4-Color Premium Positions	Width	Height	Rate
Outside Back Cover (OBC) - 6.25" x 9.25" Bleed.....	6"	9"	\$3,995
Inside Front Cover (IFC) - 6.25" x 9.25" Bleed.....	5.75"	9"	\$3,195
Inside Back Cover (IBC) - 6.25" x 9.25" Bleed	5.75"	9"	\$2,995
Tab Insert* (2 Sides / Full Bleed)	6.25"	9.25"	\$5,000

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

4-Color	Width	Height	Rate
Full Page (1-5)	5.25"	8.2"	\$2,795
Full Page (Live)	5.25"	8.2"	\$2,595
Full Page (Full Bleed)	6.25"	9.25"	\$2,595
1/2 Page Vertical	2.542"	8.2"	\$1,895
1/2 Page Horizontal.....	5.25"	4.038"	\$1,895
1/4 Page Vertical	2.542"	4.038"	\$1,195
1/4 Page Horizontal.....	5.25"	1.956"	\$1,195

Black & White	Width	Height	Rate
Full Page (Live)	5.25"	8.2"	\$2,195
Full Page (Full Bleed)	6.25"	9.25"	\$2,195
1/2 Page Vertical	2.542"	8.2"	\$1,495
1/2 Page Horizontal.....	5.25"	4.038"	\$1,495
1/4 Page Vertical	2.542"	4.038"	\$895
1/4 Page Horizontal.....	5.25"	1.956"	\$895
1/8 Page Vertical	2.542"	1.956"	\$595
1/8 Page Horizontal.....	5.25"	0.913"	\$595
Bold Listing			\$195

DIRECTORY SPECIFICATIONS

Directory Information & Advertising Deadlines:

- Ad CopyDecember 19, 2008
 Publication DateMarch 13, 2009
- Space reservations and contracts accepted immediately.
 - Advertising placement is based upon 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 Artwork Submissions list above and be accompanied by a bona fide insertion order.
Agency discount does not apply to Tab Insert purchases.
- A cash prepayment 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" (Add .25 inch for bleed ads.)

If you have any questions regarding ad design or artwork submissions, please contact us at art@heritagepublishinginc.com



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