

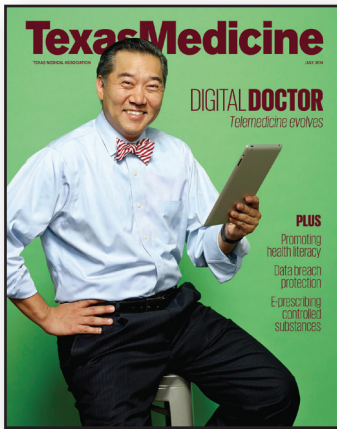
TexasMedicine

Rate Card

Effective January 2015



Physicians Caring for Texans



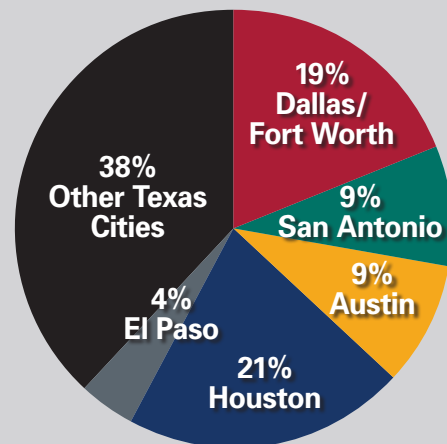
Texas Medicine is an award-winning monthly newsmagazine for Texas physicians. With more than 39,000 qualified subscribers, *Texas Medicine* reaches most licensed physicians practicing in the state. Research shows that Texas physicians want Texas-specific news about medical economics, law, public health, and legislation in a lively, readable format. That's what the magazine delivers.

In addition to thought-provoking feature articles on timely topics, the magazine periodically runs a peer-reviewed clinical article of particular interest to Texas doctors. *Texas Medicine* is published by the Texas Medical Association, the largest state medical society in the country.

TMA Physician Membership Surveys Show

- **60%** of Texas physicians look at advertisements in *Texas Medicine*.
- **22%** have contacted advertisers about their product or service because of an ad in *Texas Medicine*.
- **59%** have purchased a product or service from a *Texas Medicine* advertiser.

Distribution in Texas



Rates and Technical Specifications

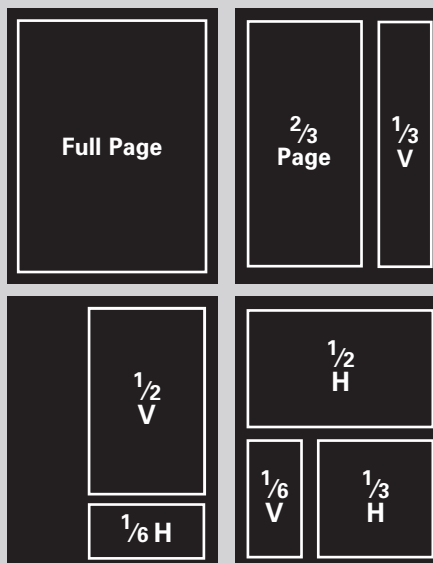
Display Advertising

Full- and partial-page advertisements are carried throughout the magazine, with four-color and PMS promatched colors available. For custom inserts, please contact the TMA advertising office for a quote.

Monthly Advertising Rates*

Ad Size	Number of Insertions			
	1x	3x	6x	12x
Full	\$2,665	\$2,203	\$1,956	\$1,793
2/3	1,683	1,394	1,237	1,132
1/2	1,450	1,204	1,067	973
1/3	1,099	910	784	705
1/6	694	574	490	434
Back Cover	n/a	n/a	4,153	3,686
Inside Covers	n/a	n/a	3,775	3,318

***NEW! No additional color charge.**
Color is included for every insertion!



Dimensions

Size	Non-bleed	Bleed
Full	6.75" x 9"	8.5" x 11.25"
2/3	4.22" x 9"	
1/2 Vert.	4.22" x 6.7"	
1/2 Horiz.	6.75" x 4.3"	
1/3 Vert.	2" x 9"	
1/3 Horiz.	4.22" x 4.3"	
1/6 Vert.	2" x 4.3"	
1/6 Horiz.	4.22" x 2"	

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Physicians Caring for Texans

Stay Connected

Follow us on Twitter
@ReachTXDoctors



- Take advantage of exclusive social media discounts and promotions,
- Keep up to date with important dates and deadlines, and
- Access the latest news.

For other ways to reach nearly 49,000 Texas physicians and medical students, check out www.texmed.org/marketing.

Mechanical Specifications

Binding: Perfect

Printing Process: *Texas Medicine* is printed computer-to-plate, using a PDF-based workflow. For detailed specifications, please call (512) 370-1423.

Trim size: 8.25" x 10.875"

Live area: 6.75" x 9"

Graphic services: The Texas Medical Association Graphics Services Department can provide new ad design and major art changes for a fee (quote available upon request).

Deadlines, Closing Dates, and Cancellations

Space reservation (signed contract): Insertion orders/advertising contracts are due on the first of the month preceding publication. Advertising schedule must be completed within one year from first publish date.

Artwork deadline: Camera-ready art for all ads must be received by the sixth of the month preceding publication.

Inserts: Preprinted inserts must be received by the printer by the 10th of the month preceding publication.

Cancellations: No cancellations will be accepted after the first of the month preceding publication, and none may be considered executed unless acknowledged in writing by representatives of the Texas Medical Association.

Payment

First-time advertisers: First-time advertisers/agencies must prepay initial insertion to ensure proper placement. Contact TMA Advertising at (512) 370-1423 or email Advertising@texmed.org for credit card application and payment processing assistance.

Agency commissions: 15 percent of gross billing for space. Subject to withdrawal on accounts not paid within 60 days.

Earned rates: Rates are subject to change upon 90 days' notice to current advertisers. Earned frequency rate is available at the discretion of TMA sales and marketing director, based on space rate, size, frequency, and yearly gross advertising expenditure.

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Physicians Caring for Texans



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started today.