



ADVERTISE WITH US!

As THE strongest and most well respected physician representative in Arkansas, advertising with the Arkansas Medical Society is THE way to get your message in front of Arkansas physicians.

PRINT



The Journal of The Arkansas Medical Society is published monthly and has a current circulation of 4,500 which includes our entire membership as well as paid subscribers.

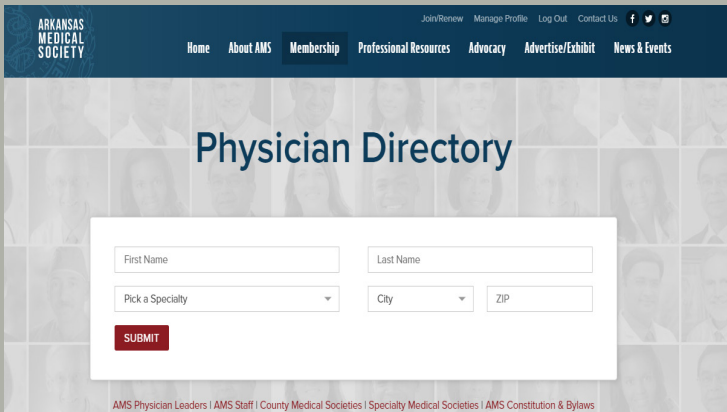
ARKMED.ORG



Main site ads rotate through five slots on every page of the site. We limit sales to 10 companies so your ad is guaranteed to be displayed 50% of the time any page on the site is viewed, although the average is

closer to 90%. Ads may link to your own website and images may be changed out during the course of your contract.

Rates/Specs: 600 x 400 px | 6-month contract = \$3,300 | 12-month Contract = \$6,000



ONLINE PHYSICIAN DIRECTORY

The AMS Physician Directory is an online directory that is widely used and contains our entire membership searchable by name, specialty, city or zip. Tier one ads rotate through three slots on every page of the site and also include a complimentary results page ad that is randomly displayed in between the results of each search. Tier two ads rotate through five slots on every page of the site. Ads may link to your own website and images may be changed out during the course of your

contract. Rates/Specs: Tier 1: 600 x 400 px AND 1200 x 300 px | \$1495 annually Tier 2: 400 x 400 px | \$495 annually

CLASSIFIEDS

Classified ads are located at ARKMED.org and can range from physician or clinic staff positions to medical office equipment and more. Ads are \$100 for 30 days and may be purchased through the submit ad link below. As a benefit of membership, the fee will be waived for AMS group members as well as any clinic with 100% physician membership. All ads are subject to approval by AMS staff.



For advertising information, contact Penny Henderson at penny@arkmed.org or 501-224-8967



ADVERTISING RATE SHEET

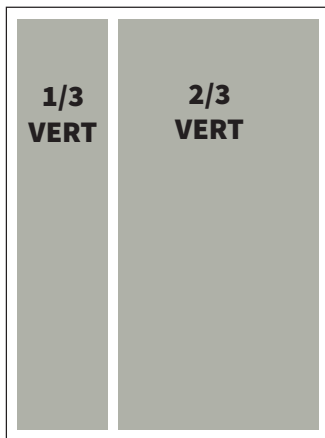
Journal of the Arkansas Medical Society is the official publication of the AMS and has a current circulation of 4,500 which include the membership of the Society and paid subscribers. Arkansas Medical Society's membership is composed of physicians representing all medical specialties in all areas of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

Each issue of the Journal contains a variety of timely feature articles and regular departments, including:

- Scientific articles.
- Special articles on a variety of current topics related to medical practice in Arkansas.
- Commentary from AMS staff and officers.
- Editorials.
- Letters and comments from Society members.

Ad sizes	1-3 times per insertion	4-6 times per insertion	7-11 times per insertion	12 times per insertion
Black & White				
Full page	\$1490	\$1070	\$930	\$860
2\3 page	\$1065	\$810	\$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	\$1700	\$1420	\$1235	\$1155
2\3 page	\$1330	\$1110	\$940	\$895
1\2 page	\$1110	\$925	\$810	\$750
1\3 page	\$775	\$645	\$555	\$535
Covers				
4th cover		\$1565	\$1370	\$1290
3rd cover		\$1495	\$1305	\$1205
2nd cover		\$1495	\$1305	\$1205

(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 Horz 7.375" x 4.875"
- 1/3 Page 5" x 4.875"
- 1/6V 2.5" x 4.875"

For advertising information, contact Penny Henderson at penny@arkmed.org

or

501-224-8967

PDF files are preferred. Please contact AMS if you need to submit your ad in a different format. 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.

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.