

# Alabama MD

*The official newsletter of the Medical Association of the State of Alabama*

## 2008 SPECIFICATIONS AND RATES

The *Alabama MD* is the official newsletter of the Medical Association of the State of Alabama reaching more than 7,000 physicians throughout the state. Published twice a month, the *Alabama MD* is a premier source of information relating to the medical and socioeconomic issues many physicians face in their practices on a daily basis, and provides an excellent opportunity for you to familiarize Alabama's medical community with your company's services and products.

Ad size	Width/Height	Frequency 1-3 X	Frequency 4-6 X	Frequency 7-12 X
1/4 page	4.917" x 8"	\$ 400	\$ 360	\$ 320
1/6 page	4.917" x 5.25"	\$ 300	\$ 270	\$ 240
1/8 page	4.917" x 3.75"	\$ 200	\$ 180	\$ 160
1/16 page	2.375" x 3.75"	\$ 100	\$ 100	\$ 100

Price shown is per ad and include cost of color.

### MECHANICAL REQUIREMENTS

Page Trim Size 11" x 17"  
Printing Method Offset  
Print 150 Line Screen

Advertisements may be furnished on disk or as an e-mail attachment in QuarkXpress format (with all supporting files and fonts) or as a high resolution PDF or TIF attachment.

### COMMISSION

15 percent to recognized advertising agencies  
No cash discount

### 2008 ISSUE AND CLOSING DATES

Published: Second and last Friday of the month, except December  
Materials Deadline: Two weeks prior to publication date

**All one-run ads must be paid in full prior to publication.  
Payment of 40 percent of the advertising is due before publication of ads with multiple runs.  
MASA reserves the right to reject any advertising.**

**To reserve ad space, contact:  
Charlotte Hardison, Editor  
19 South Jackson Street • P.O. Box 1900  
Montgomery, AL 36102-1900  
(334) 954-2500 • (800) 239-6272 • Fax (334) 269-5200  
E-mail: [charlotte@masalink.org](mailto:charlotte@masalink.org)**

**MEDICAL ASSOCIATION OF THE STATE OF ALABAMA**  
Specializing in Advocacy, Information and Education

# Alabama MD

*Incorporating Alabama Medicine, the official journal of the Medical Association of the State of Alabama*

---

## **ADVERTISING GUIDELINES**

All advertising is subject to review by the Medical Association of the State of Alabama (MASA). MASA reserves the right to decline, withdraw or modify advertisements at its discretion. While the decisions of MASA will be made on an individual basis, the following general guidelines will apply:

- MASA seeks to promote the science and art of medicine and the betterment of public health. Advertising inconsistent with these goals or with medical ethics will not be accepted. MASA may decline any advertising as inconsistent with the purposes of MASA, inimical to the interests of the membership or inappropriate for the *Alabama MD*.
- Advertisements for employment may not contain discriminatory statements, such as those relating to race, creed, color, age, religion, sex, ethnic origin, national origin or country of training.
- Products subject to approval by the Food and Drug Administration must be approved for marketing in the United States, and their advertising must meet FDA requirements.
- Advertising should be clearly distinct from editorial content. The word “advertisement” may be required.
- Unfair statements regarding a competitor’s products or services are not allowed. The committee may request documentation or more specific wording for price comparison advertising.
- Collateral advertising may not reference to appearance in the *Alabama MD*. Acceptance of advertising is neither an endorsement of the product nor a guarantee of the claims made.
- Advertisers are responsible for the content of their materials. Advertisers agree to defend, protect and indemnify the Medical Association of the State of Alabama against any claim, loss or expense arising from actions for libel, infringement of trademarks or patents, violation of rights of privacy or other claims.
- New advertisers may be asked to provide background information about their company and/or products as well as references. Advertisers should allow at least three weeks for copy clearance. If review cannot be completed prior to the desired insertion date, the advertiser or agency will be so informed.
- The *Alabama MD* is a tabloid. All advertising is interspersed. Positioning is at the publisher’s discretion except when a request for a specific preferred position is acknowledged by the publisher in writing.
- The publisher is not liable for delays in delivery or any condition beyond the control of the publisher affecting production or delivery in any manner. Publisher shall not be liable for any costs or damages resulting from failure to publish an advertisement. Liability will not exceed the cost of the space ordered. Publisher accepts no liability for error in key numbers.
- Publisher will hold advertiser and agency jointly and severally liable for monies due and invoiced for published advertising.
- No conditions other than those set forth in this policy shall be binding on the published unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this policy.

MASA reserves the right to make changes in these guidelines without notice.

## **Medical Association of the State of Alabama**

19 South Jackson Street • P.O. Box 1900  
Montgomery, AL 36102-1900  
(334) 954-2500 • 1-800-239-6272  
FAX (334) 269-5200  
[www.masalink.org](http://www.masalink.org)

# Alabama MD

ADVERTISING RESERVATION FORM

FAX: (334) 269-6272

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, zip: \_\_\_\_\_

Ad size:     1/4 page     1/6 page     1/8 page     1/16 page

Frequency:     1-3 times     4-6 times     7-12 times

Publications date(s):

*(The Alabama MD is published on the second and final Fridays of each month except December. The deadline for ad placement is two weeks prior to the publish date.)*

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Submit Ads to:  
Medical Association of the State of Alabama  
Attn: Charlotte Hardison  
19 South Jackson Street  
P.O. Box 1900  
Montgomery, AL 36102-1900  
Fax: (334) 269-5200  
charlotte@masalink.org

**For office use only:**

Ad description	Ad Cost	Discount	Amount to bill per ad

Publication Dates


PO Number

## **2008 *Alabama MD* Print Schedule**

### **Publish Date**

January 11, 2008  
January 25, 2008  
February 8, 2008  
February 29, 2008  
March 14, 2008  
March 28, 2008  
April 11, 2008  
April 25, 2008  
May 9, 2008  
May 30, 2008  
June 13, 2008  
June 27, 2008  
July 11, 2008  
July 25, 2008  
August 8, 2008  
August 29, 2008  
September 12, 2008  
September 26, 2008  
October 10, 2008  
October 31, 2008  
November 14, 2008  
November 28, 2008  
December 12, 2008  
January 10, 2009

### **Materials Deadline**

December 20, 2007  
January 11, 2008  
January 25, 2008  
February 15, 2008  
February 29, 2008  
March 14, 2008  
March 28, 2008  
April 11, 2008  
April 25, 2008  
May 16, 2008  
May 30, 2008  
June 13, 2008  
June 27, 2008  
July 11, 2008  
July 25, 2008  
August 15, 2008  
August 29, 2008  
September 12, 2008  
September 26, 2008  
October 17, 2008  
October 31, 2008  
November 14, 2008  
November 28, 2008  
December 29, 2008