



Specifications for sending artwork:

Black and White Ads Only: Newsletter printed inhouse on a high-tech KONICA copier.

E-mail electronically to [susan@ppma.org](mailto:susan@ppma.org)

Mail CD or scannable camera-ready hardcopy to: PA Podiatric Medical Association, PA PPMA News Advertising, 757 Poplar Church Rd., Camp Hill, PA, 17011.

Formats Accepted (PC ONLY); PDF; Microsoft WORD; Adobe InDesign CS 2.0; PhotoShop CS 2.0; and Illustrator CS 2.0.

Inserts accepted: Single-page insert: \$375.00; 11x17 folded insert: \$510.00. Quantity: Call for exact quantity; 8 1/2 x 11 size; and maximum weight is 100#.

**TERMS OF CONTRACT:**

Acceptance of copy is subject to publisher's approval. Advertising is accepted with the understanding that the advertiser or his agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any name, photography, copyrighted material, or patented article in said advertiser's advertisement.

The publisher reserves the right to refuse any advertisement that, in his or her opinion, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. currency regulations, or is unsatisfactory to said publisher or its interests.

The rate will be adjusted to reflect the actual number of units used within the contract year. Orders are accepted subject to change in rates upon notice from the publisher. Contracts may be canceled at the time the new rates become effective without incurring a short-rate adjustment.

Changes of copy are not guaranteed after the scheduled closing dates. Current circulation is more than 850.

- 1-1: One Issue
- 1-3: Three Issues
- 1-6: Six Issues
- 1-12: Twelve Issues

# 2011 Rate Card

**One-page Ad**  
Dimensions: 7 3/4 x 10 1/8

- 1-1: \$325.00
- 1-3: \$309.00 each
- 1-6: \$293.50 each
- 1-12: \$264.00 each

**2/3-page Ad**  
Dimensions: V: 5 1/8 x 10 1/8  
H: 7 3/4 x 6 3/4

- 1-1: \$260.00
- 1-3: \$247.00 each
- 1-6: \$234.50 each
- 1-12: \$211.00 each

**1/2-page Ad**  
Dimensions: V: 3 7/8 x 10 1/8  
H: 7 3/4 x 5 1/16

- 1-1: \$205.00
- 1-3: \$195.00 each
- 1-6: \$185.00 each
- 1-12: \$166.50 each

**1/4-page Ad**  
Dimensions: V: 3 7/8 x 5 1/16  
H: 7 3/4 x 2 17/32

- 1-1: \$130.00
- 1-3: \$123.50 each
- 1-6: \$117.50 each
- 1-12: \$105.50 each

**CLOSING DATES:** Ads are due by the 20th of the month prior to publication month along with full payment. Make checks payable to the Pennsylvania Podiatric Medical Association or call 1-800-841-3668, x18, to use MasterCard, Visa, Discover, or American Express.

