



**PUBLICATION:** *Northern Ohio Physician* is published by the Academy of Medicine of Cleveland & Northern Ohio.

**FREQUENCY OF ISSUES:** Published the 2nd full week of the first month of the bi-monthly issue. Six issues per year: January/February; March/April; May/June; July/August; September/October; November/December.

**DEADLINE:** First day of month preceding cover date.

**EDITORIAL CONTENT:** AMCNO original articles, news of association activities and policies, medical/socioeconomic news, news of individual members, editorials and letters of interest.

**CIRCULATION:** 3,500. AMCNO physician members, hospitals and allied institutions.

*The publisher reserves the right to reject any copy before printing. Ethical drug ads must comply with requirements of Federal law and regulation.*

## ADVERTISING RATES:

**FULL PAGE** (BLACK & WHITE) \$1200  
7¾" × 10"

**2/3 PAGE** \$1100  
5⅙" × 10"

**1/2 PAGE** (VERTICAL) \$ 750  
3¾" × 10" OR

**1/2 PAGE** (HORIZONTAL)  
7¾" × 4⅝"

**1/3 PAGE** (VERTICAL) \$ 500  
2⅝" × 10" OR

**1/3 PAGE** (SQUARE)  
5⅙" × 5⅙"

**1/4 PAGE** \$ 400  
3⅞" × 4⅝"

**COVERS:**

4th cover – \$1400; 2nd cover – \$1300;  
3rd cover – \$1100



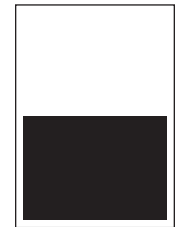
full page



2/3 page



1/2 page vertical



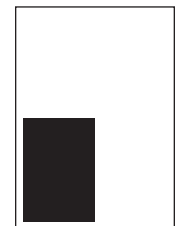
1/2 page horizontal



1/3 page vertical



1/3 page square



1/4 page

## COLOR RATES:

\$350 additional for 2-color; \$800 additional for 4-color.

**MECHANICAL RATES:** Ads requiring any preparation by the publisher will be charged at prevailing rates for typesetting, artwork and conversions at cost. (Minimum charge is \$75.)

**DIGITAL FORMAT OF FILES:** Ad files are to be provided on a CD, floppy or Zip and accompanied by a full size color proof.

Digital files will be accepted in the following software programs: Quark, InDesign, Illustrator, Freehand, Photoshop, and high-resolution PDF files.

Placed photo images must be 265dpi or higher at final size. Files created exclusively in Photoshop should be flattened and saved as 300dpi tiff or eps.

All fonts not converted to paths must be included with artwork. Provide Postscript printer and screen fonts.

All graphics, text, logos, and photos must be saved in correct color usage (CMYK, spot Pantone color, black and white).

## ADVERTISING COMMISSION AND DISCOUNT POLICIES:

Rates published are net, no discounts.

## GENERAL RATE POLICY:

Terms are net 15 days from invoice date. Any advertising space reservation or order not canceled in writing on or before space reservation closing date will be charged for space reserved or contracted for.



**NORTHERN OHIO  
PHYSICIAN**

THE ACADEMY OF MEDICINE OF  
CLEVELAND & NORTHERN OHIO

THE VOICE OF PHYSICIANS IN NORTHERN OHIO

www.amcnoma.org

# AMCNO SPACE CONTRACT

Official Publication of the Academy of  
Medicine of Cleveland & Northern Ohio

ADVERTISER: \_\_\_\_\_ DATE: \_\_\_\_\_

CLIENT CONTACT: \_\_\_\_\_ SALESPERSON: **Chris Allen**

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_ FAX: \_\_\_\_\_

You are authorized to reserve the following spaces for our advertisement at the indicated cost and subject to the conditions as noted herein:

ISSUE DATES	SIZE	SHAPE	COLOR	FREQUENCY	RATE PER INSERTION
January/February					
March/April					
May/June					
July/August					
September/October					
November/December					

We agree that this order is subject to the terms and provisions of this rate card. Rates subject to change with 30 days advance notice from publisher. Payment is due in full within 15 days of publication. All discounts including, but not limited to, frequency, agency, multipages, insert, prepay, nonprofit and rate protection will be changed back to the contract price if advertiser fails to pay as set forth herein. Delinquent accounts will be referred for collection unless the advertiser agrees to pay all collection costs incurred by the publisher, including attorney's fees. Rates for space do not include production costs, which will be billed separately.

**POSITION:**

- Best possible at publisher's sole discretion
- Preferred (if available) (10% additional)

**MATERIALS:**

- Camera-ready line art
- To be produced by magazine  
(due no later than space deadline)
- Bill to advertiser

BANK REFERENCES: \_\_\_\_\_ BILLING: \_\_\_\_\_ CREDIT REFERENCE: \_\_\_\_\_

I have read and agree to terms and conditions on both pages of this contract.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**ALL ADVERTISING INQUIRIES:**

CONTACT: Chris Allen  
Commemorative Publishing Company  
3901 W. 224 Street  
Fairview Park, Ohio 44126  
Telephone: (216) 736-8601  
Fax: (216) 736-8602  
Email: cpublishing@me.com

**ALL SIGNED CONTRACTS AND INSERTION ORDERS:**

SEND VIA FAX TO: Chris Allen  
Commemorative Publishing Company  
(216) 736-8602

**AUTHORIZED INDIVIDUAL FOR BILLING PURPOSES:**

NAME (please print): \_\_\_\_\_

TITLE: \_\_\_\_\_

Rate protect to: \_\_\_\_\_

DATE: \_\_\_\_\_

**DIGITAL FORMATTED FILES AND  
CAMERA-READY LINE ART:**

PLEASE SEND TO: AMCNO  
Communications Department  
6100 Oak Tree Blvd., Ste. 440  
Cleveland, OH 44131-0999  
Phone: (216) 520-1000

**MAKE ALL CHECKS PAYABLE AND SEND TO:**

AMCNO  
P.O. Box 73401  
Cleveland, Ohio 44101-9974  
Phone: (216) 520-1000