



# Nobody Does It Better!

Target your message to the Physicians of Palm Beach County, Florida, by advertising in the highly effective media of the Palm Beach County Medical Society, a trusted leader in the community since 1919. Reach the prominent medical community in one of the most affluent counties in the United States.

## 3 WAYS TO ADVERTISE WITH US

### PBCMS.org Website



- An attractive, easily navigable website visited by more than 1,500 viewers every month
- Up-to-the-minute pertinent and timely news you can use
- Event Calendar, Find a Doctor, Job Postings, Classifieds and much more
- A Banner Ad (728 pixels X 90 pixels) is only \$1,200 for 3 months

### MEDLink Weekly E-Newsletter



- Delivered every Friday to the inboxes of 7,000 unique recipients
- Timely educational and health care connection opportunities
- News from around the state and the nation
- Community and PBCMS Events and much more

### OnCall Quarterly Journal



- OnCall, the official publication of PBCMS, a full-color, professional print magazine with insightful articles and information read by thousands of physicians and health care executives every quarter
- Keep your company name in front of more than 1,500 physicians as well as hospital administrators, business executives and community leaders throughout Palm Beach County and South Florida
- Quarter-page ads, half-page ads and full-page ads are positioned among relevant editorial so your ad stands out and is recognized
- Physicians receive a special rate for a first-time ad in OnCall
- An easy-to-navigate PDF of each OnCall issue also is available on the website PBCMS.org

# PBCMS ADVERTISING INFORMATION

## 2021 ONCALL DEADLINE DATES

- **QUARTER 1** January 8, 2021
- **QUARTER 2** April 9, 2021
- **QUARTER 3** July 9, 2021
- **QUARTER 4** October 8, 2021

## INTRODUCTORY OFFER

ONE-TIME SPECIAL RATE  
FOR PHYSICIANS FIRST  
1/4-PAGE AD FOR ONLY  
**\$500**

## Mechanical Data & Dimensions:

Ad Size	Max Standard & Live Matter*	Bleed**	1X	2X	4X
2-Page Center Spread	16.5" w X 10.5" h Live Area	17.25"w X 11.25" h	\$3,000	\$3,000	\$3,000
Back Cover	8.0" w X 8.0" h	n/a	\$2,225	\$2,040	\$1,920
Inside Covers	8.0" w X 10.5" h Live Area	8.75"w X 11.25"d	\$1,670	\$1,530	\$1,440
Full Page	8.0"w X 10.5"h Live Area	8.75"w X 11.25"d	\$1,250	\$1,150	\$1,080
Half Page	8.0"w X 5.1875"h	n/a	\$815	\$750	\$700
1/4 Page	3.9375"w X 5.1875"h	n/a	\$690	\$640	\$595

\*Live materials (text, photographs, images) in standard or bleed ads may not extend beyond "Maximum Live Matter" dimensions.

\*\* Page trim size 8.5"w X 11.0"d

**Artwork Requirements:** OnCall magazine does not accept film or paper reproductions for print ads. They must be supplied as a CMYK, 300 ppi resolution, Press Quality PDF file by the advertiser. To insure no font issues, all type should be saved as outlines. If artwork requirements are not met PBCMS cannot be held liable for inaccurate reproduction.

**Production Charges:** Any electronic ad that requires editing, changes or corrections will be returned to the advertiser, or we can provide a quote based on editing the file at the rate of \$150 per hour.

**Discounts:** PBCMS members, Circle of Friends, non-profits, and governmental agencies receive a 10% discount.

**Health Care Spotlight:** 4-page insert, price upon request.

**Special inserts (brochures, flyers, cards):** Price upon request.

**Preferred Positions:** Applicable to full page ads only and are charged at 15% surcharge over regular space rate.

**Publication:** Published quarterly in the second month of each quarter.

**Cancellations:** Cancellations within 30 days of advance notice.

**Classified/Job Posting Advertising:** All ads must be submitted in writing to [pbcms@pbcms.org](mailto:pbcms@pbcms.org), PBCMS Advertising. All ads are payable in advance of publication. Ads must be 30 words or less; 30 cents per additional word. Classified ads run for 3 weeks.

Type of Advertiser	Classified Costs	Job Posting Cost
PBCMS Resident & Medical Students	Free	Free
PBCMS Members	\$10 Minimum	\$10 Minimum
Hospitals, Circle of Friends and Nonprofit organizations	\$30 Minimum	\$30 Minimum
Others	\$80 Minimum	\$80 Minimum

**Conditions:** Publisher reserves the right to exclude any advertisement that, in its opinion, does not conform to the standards of the publication. The acceptance or rejection of any advertisement does not imply the endorsement or lack of endorsements by any company or its comments by PBCMS.

**Terms of Payment:** All ads are payable in advance. The publisher reserves the right to cancel contract with no notice for late or non-payment of ad. No ads are commissionable. Insertion order must accompany ad. Publisher reserves the right to cancel contract with no notice for non-payment of ad.

# PBCMS ADVERTISING INSERTION ORDER

Advertiser / Company Name \_\_\_\_\_

Agency Name \_\_\_\_\_

Email \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## OUR MEDIA

Website: **PBCMS.org** \_\_\_\_\_ **MEDLink Weekly E-Newsletter** No. of Weeks \_\_\_\_\_

## OnCall Quarterly Journal Ad Size

4 Page Center Spread     Back Cover     Inside Front Cover     Inside Back Cover

Full Page     Half Page     Quarter Page

No. of Issues \_\_\_\_\_ Beginning Issue \_\_\_\_\_ End Issue \_\_\_\_\_ Skip Issue \_\_\_\_\_

Introductory Offer of Quarter Page Ad for \$500

## Payment Method

Please find my check enclosed (made payable to Palm Beach County Medical Society)

Please send me an invoice (Must be paid in full before placement)

Please charge my credit card (check one)     MasterCard     Visa     American Express

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CV Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Amount to Charge \_\_\_\_\_

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*For more information contact:*

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(561) 433-3940 • Fax: (561) 433-2385 • [www.pbcms.org](http://www.pbcms.org) • [pbcms@pbcms.org](mailto:pbcms@pbcms.org)*

Advertiser Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_