



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

Introductory Offer
 One-Time Special Rate
 for Physicians
 First 1/4-page Ad for
 only \$500

2019 OnCall Deadline Dates

- Quarter 1 January 18, 2019
- Quarter 2 April 19, 2019
- Quarter 3 July 19, 2019
- Quarter 4 October 18, 2019

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"d	\$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, 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	Classifieds Cost	Job Posting Cost
PBCMS Residents & 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 _____ Contact 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 Cover Front Inside Cover Back
 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:

Palm Beach County Medical Society— Advertising, 3540 Forest Hill Blvd., #101, West Palm Beach, FL 33406.

(561) 433-3940 • Fax: (561) 433-2385 • www.pbcms.org • pbcms@pbcms.org

Advertiser Signature _____

Title _____ Date _____