



Reach Over 28,000 Physicians

CMA Alert is the member newsletter of the California Medical Association. Alert is distributed biweekly to more than 28,000 California physicians via fax and via e-mail.

2009 Advertising Rates*

	(1x)	(4x)	(8x)	(12x)	(24x)
Full-page	\$2,300	\$1650	\$1325	\$1025	\$925
2/3-page	\$1,725	\$1325	\$1025	\$925	\$750
1/2-page	\$1,375	\$1025	\$925	\$750	\$675
1/3-page	\$1175	\$925	\$750	\$675	\$575
1/6-page	\$1125	\$750	\$675	\$575	\$525
1/8-page	\$925	\$675	\$575	\$525	\$450
1/16-page	\$795	\$575	\$525	\$450	\$400

*Rates listed above are per insertion.

Select Ad Size: 1 page 2/3 page 1/2 page 1/3 page 1/6 page 1/8 page 1/16 page

Insertion Date(s): _____

Billing Information

Name: _____ Title: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail Address: _____ Website: _____

Bill me Check enclosed Charge my credit card: Visa Mastercard American Express

Name as it appears on card: _____

Card Number: _____ Exp. Date: _____

Authorized Signature: _____

Please mail or fax this form along with your payment to:

Enid Gallegos
Director of Business Partnerships
California Medical Association
1201 J Street, Suite 375
Sacramento, CA 95814
Phone: (916) 551-2030
E-mail: egallegos@cmanet.org



CMA Alert is distributed via fax and via e-mail. Advertisements in the electronic version of *CMA Alert* do not follow standard print-production page sizes. You will receive the equivalent value in the e-newsletter and on CMA's websites.

Advertising Specs	Print/Fax Specs			E-Mail/Web Equivalent
	WIDTH		HEIGHT	
Full page	7	x	9.5	468x120 banner in e-mail <i>Alert</i> <i>Alert</i> ad will appear at very top of e-mail <i>plus</i> 125x250 banner on both <i>California Physician</i> and <i>CMAnet</i> websites (website banner ads do not rotate, will appear on all web pages) <i>plus</i> 125x250 banner in the daily CMA press clips
2/3 page				468x120 banner in e-mail <i>Alert</i> <i>plus</i> 125x250 banner on both <i>California Physician</i> and <i>CMAnet</i> websites (website banner ads do not rotate, will appear on all web pages)
	horizontal	x	6	
	vertical	x	9.5	
1/2-page				468x100 banner in e-mail <i>Alert</i> <i>plus</i> 125x125 banner on both <i>California Physician</i> and <i>CMAnet</i> websites (website banner ads do not rotate, will appear on all web pages)
	horizontal	x	4.25	
	vertical	x	6.75	
1/3-page				468x80 banner in e-mail <i>Alert</i> <i>plus</i> 125x125 banner on <i>California Physician</i> website (website banner rotates with a maximum of 4 other banner ads)
	horizontal	x	3	
	vertical	x	9.5	
	square	x	4.25	
1/6-page				468x60 banner in e-mail <i>Alert</i> <i>plus</i> 125x60 banner on <i>California Physician</i> website (website banner rotates with a maximum of 4 other banner ads)
	horizontal	x	1.5	
	vertical (1 col)	x	4.25	
	vertical (2 col)	x	3	
1/8-page				468x60 banner in e-mail <i>Alert</i>
	horizontal	x	1	
	vertical (1 col)	x	3	
	vertical (2 col)	x	1.75	
1/16-page				125x125 banner in e-mail <i>Alert</i>
	vertical (1 col)	x	1.75	
	vertical (2 col)	x	1	

File Formats Accepted

You will need two or three versions of your ad—one for the print/fax newsletter (black and white), one for the e-mail newsletter (color), and one for the website (color). Design assistance is available at an additional charge.

Print formats:

- InDesign. Include fonts and graphics used.
- Illustrator eps. Outline all fonts and include any graphics not embedded in the Illustrator file.
- tiff, bmp, or jpg. Set resolution to 300 dpi.
- Press-quality PDF with embedded fonts and graphics.

Web/E-mail formats:

- jpg, gif, animated gif, swf (with embedded url)
- File size: not to exceed 100 Kilobytes (Kb).

Space Deadline: One week before release.

Questions? Call (916) 551-2074.