



California Medical Association  
*Physicians dedicated to the health of Californians*

**'10 NEWSLETTER ADVERTISING**

**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.

2010 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:

California Medical Association  
*Attention: Enid Gallegos*  
 1201 J Street, Suite 200  
 Sacramento, CA 95814  
 Phone: (916) 551-2030  
 Fax: (916) 551-2036  
 E-mail: [egallegos@cmanet.org](mailto: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 receive priority placement plus 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)
2/3 page				468x120 banner in e-mail <i>Alert</i> plus 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	7	x	6	
vertical	4.25	x	9.5	
1/2-page				468x100 banner in e-mail <i>Alert</i> plus 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	7	x	4.25	
vertical	4.25	x	6.75	
1/3-page				468x80 banner in e-mail <i>Alert</i> plus 125x125 banner on <i>California Physician</i> website (website banner rotates with a maximum of 4 other banner ads)
horizontal	7	x	3	
vertical	2.5	x	9.5	
square	4.25	x	4.25	
1/6-page				468x60 banner in e-mail <i>Alert</i> plus 125x60 banner on <i>California Physician</i> website (website banner rotates with a maximum of 4 other banner ads)
horizontal	7	x	1.5	
vertical (1 col)	2.5	x	4.25	
vertical (2 col)	4.25	x	3	
1/8-page				468x60 banner in e-mail <i>Alert</i>
horizontal	7	x	1	
vertical (1 col)	2.5	x	3	
vertical (2 col)	4.25	x	1.75	
1/16-page				125x125 banner in e-mail <i>Alert</i>
vertical (1 col)	2.5	x	1.75	
vertical (2 col)	4.25	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.
- tiff, bmp, or jpg. Set resolution to 300 dpi.
- Illustrator eps. Outline all fonts and include any graphics not embedded in the Illustrator file.
- 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.