

WHAT IT'S ALL ABOUT

San Diego Physician is an essential resource for the medical community. It is the only publication in San Diego that reaches all practicing physicians in the county. This four-color magazine is produced 12 times a year and mailed to approximately 8,500 physicians in San Diego and Imperial counties. It is also distributed to area hospitals, libraries, legislators, allied healthcare professionals, retired physicians, community health organizations, healthcare stakeholders, and local media. *San Diego Physician* is your best bet to influence the purchasing decisions of this influential audience, both professional and personal.

If reaching physicians in San Diego County is important to the growth of your business, then you would certainly benefit by having your company's message in *San Diego Physician* magazine.

Our Readers Income:

Average compensation: \$220,000

60% of physicians make more than \$200,000 per year

Our value-added opportunities include:

- Opportunities to be featured on the SDCMS.org homepage.
- Sponsorships of medical office manager seminars.
- Inclusion of marketing information in new member packets.
- Presenting/sponsoring select physician workshops.
- Personalized webpage for each advertiser on the SDCMS website.

The San Diego County Medical Society also hosts an annual gala for its physician members. Ask for details on sponsorship opportunities for this event.

San Diego Physician
magazine is now
viewable online at
SanDiegoPhysician.org



Are you in it?

DARI PEBDANI

Publications Sales Director

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EDITORIAL CALENDAR

JANUARY 2012 *Obesity*

Sales close: 12/1 Materials due: 12/7

FEBRUARY 2012 *Politics of Medicine*

Sales close: 1/2 Materials due: 1/6

MARCH 2012 *Medical Students • Medical School*

Sales close: 2/1 Materials due: 2/7

APRIL 2012 *SDCMS Foundation • Physician Volunteerism*

Sales close: 3/1 Materials due: 3/7

MAY 2012 (TBD)

Sales close: 4/2 Materials due: 4/6

JUNE 2012 (TBD)

Sales close: 5/1 Materials due: 5/7

JULY 2012 *Resident Physicians • Residency*

Sales close: 6/1 Materials due: 6/7

AUGUST 2012 *SDCMS Office Manager Advocacy*

Sales close: 7/2 Materials due: 7/6

SEPTEMBER 2012 *SDCMS-CMA Member Benefits*

Sales close: 8/1 Materials due: 8/7

OCTOBER 2012 *Infectious Diseases*

Sales close: 9/4 Materials due: 9/7

NOVEMBER 2012 (TBD)

Sales close: 10/1 Materials due: 10/5

DECEMBER 2012 (TBD)

Sales close: 11/1 Materials due: 11/7

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RATES AND MECHANICAL SPECS

	12X INSERTIONS	6X INSERTIONS	1X INSERTION
FOUR-COLOR PREMIUM POSITIONS			
Outside Back Cover	\$2,600	\$2,850	N/A
Inside Front Cover	\$2,425	\$2,675	N/A
Inside Back Cover	\$2,425	\$2,675	N/A
Opposite Table of Contents	\$2,125	\$2,350	N/A
FOUR-COLOR DISPLAY RATES			
Full Page	\$1,750	\$1,900	\$2,150
½ Page	\$1,000	\$1,150	\$1,300
¼ Page	\$600	\$700	\$800
PROFESSIONAL SERVICES ADS			
¼ Page formatted ad		\$350	
HIGHLIGHTED/BOXED CLASSIFIEDS			

Approximately ½ page (up to 75 words): 3-month minimum: \$250/month

SDCMS members may place classified ads free of charge.* Contact Kyle Lewis at 858-300-2784 or at KLewis@SDCMS.org. SDCMS endorsed vendors receive 15% off display advertising rates. SDCMS member physicians receive 25% off display advertising rates. *Does not include "Services Offered" ads.

AD SIZES

	W x H
Full Page	7 ¼" x 9 7/8"
Full Page Bleed	8 7/16" x 11"
½ Page Horizontal	7 ¼" x 4 7/8"
½ Page Vertical	4 ¾" x 7 3/8"
¼ Page	3 ¾" x 4 7/8"

TRIM SIZE

8 3/16" x 10 3/4"

BLEED

Bleed size 8 7/16" x 11" trimmed at 8 3/16" x 10 3/4". Text and logos must not extend beyond 5/16 of an inch from the trim size to avoid live matter trimming off. **Please exclude crop marks, bleed marks, color bars, and registration marks from final output.**

FILE FORMATS

High-resolution PDF, JPEG, or TIF file. Native files must be built in InDesign CS5 or lower; Illustrator CS5 or lower; or Photoshop CS5 or lower. **Please exclude crop marks, bleed marks, color bars, and registration marks from final output.**

For more information contact Jennifer Rohr at 858-437-3476 or at JRohr@SDCMS.org.

DIGITAL MEDIA

Include InDesign document, all support files, printer and screen fonts, and a high-resolution PDF file. Email ads to: JRohr@SDCMS.org if 5 MB or less. Please use "You Send It" for files over 5 MB. This free service allows you to send files up to 100 MB. www.yousendit.com.

RESOLUTION

All images and logos must have a resolution of 300 dpi at 100% print size.

COLOR

All colors must be CMYK. Total ink density should not exceed 300%. Additional Pantone colors can be purchased at additional costs.

AD DESIGN FEES

Advertisements can be built at an additional fee of \$200 per design (includes two proofs). Each additional proof will be produced at a charge of \$75. Advertiser will need to submit high-resolution logo, images, and text.



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ANNUAL SDCMS PUBLICATIONS



The *SDCMS Pictorial Membership Directory* reaches one of the most affluent and hard-to-reach demographics in our region. This directory is an ideal avenue to promote medically related business services and luxury consumer goods. It is mailed complimentary to all member physicians (2,600), as well as sold throughout the year to interested buyers. This reference resource is utilized throughout the year by physicians and their staff. Published in Fall 2012.

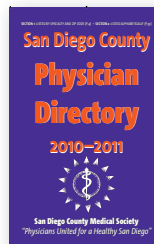
FOUR-COLOR PREMIUM POSITIONS

Outside Back Cover	\$4,725
Inside Front Cover	\$3,625
Opposite Table of Contents Tab	\$3,325
Inside Back Cover	\$3,095
Full Page Color Tab	\$2,425

BLACK & WHITE DISPLAY RATES

Page 1	\$2,050
Page 3 (opposite letter)	\$1,725
Full Page	\$1,375
1/2 Page Horizontal	\$895

Please see Mechanical Specs on the previous page for size and art specifications.



The *San Diego County Physician Directory* lists contact information for every physician in the county. It is mailed to all 8,500 San Diego physicians. This digest-sized directory allows physicians to quickly find their colleagues and is a go-to resource for office staff. Published in Fall 2012.

Sponsorship	\$5,000
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Includes 3 full-color ads (inside front cover, inside back cover, and outside back cover)

Full Page B & W	\$1,000
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Size is 5 3/8" x 8 3/8". Please include 1/4" bleed on finished artwork.

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 **San Diego County Medical Society**
"Physicians United for a Healthy San Diego"