



P E N N S Y L V A N I A  
*s o c i e t y o f*  
A N E S T H E S I O L O G I S T S

**T**he Pennsylvania Society of Anesthesiologists Inc. newsletter is a professional society newsletter published four times a year. Its purpose is to serve as a source of news and information on issues of importance and interest to anesthesiologists in Pennsylvania. The Society accepts paid display advertisements and classified ads from individuals, companies, hospitals and physician search companies informing Pennsylvania anesthesiologists of their job placement positions, products or services.

### **2012 Publication Issues**

Spring  
Summer  
Fall  
Winter

### **Payment Information**

- Payment must accompany all advertising contracts.
- Payment is made to:  
Pennsylvania Society of Anesthesiologists Inc.
- Cash discounts are not given.

### **Advertising Policy**

Advertising will be accepted in the newsletter subject to the following guidelines:

- Advertisements will be accepted for products or services thought to be of interest to Pennsylvania anesthesiologists and will not be accepted for products or services thought to be in direct conflict with PSA Board of Directors endorsed or sponsored programs or activities.
- Advertising which simulates reading matter will be plainly marked "advertisement" in a typeline above or below the insertion, in accordance with postal regulations.
- Advertisements will be run on a first-come, first-served basis as space permits.
- Payment must be submitted with advertisement. Any outstanding payments must be brought up-to-date before any new advertising will be inserted.
- Initial review of proposed advertising or classified ads will be made by the newsletter editor and/or the association director.
- Questions or problems regarding proposed advertising should be directed to the newsletter editor and/or the association director. Problems which cannot be resolved by the editor or the executive director will be referred to the PSA Board of Directors whose decision will be final.
- PSA is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the newsletter.
- PSA reserves the right to determine the placement of all advertisements, except Special Position Ads.
- A signed contract and full payment must be submitted with each application prior to publication.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue if the publisher has not received new copy by issue deadline specified. All advertising changes require the submission of new artwork.

## 2012 Rate Schedule

### Classified Ads:

The first two words of the ad will be presented in bold type. Proofs of Classified Ads will not be given.

#### \*Rates:

50 words or less	\$25
51-100 words	\$50
101-200 words	\$75
201-225 words	\$100

\*Rates include posting on the PSA website ([www.psan.es.org](http://www.psan.es.org)) for 3 months.

#### Requirements:

- Please submit typed ad by email to [melias@pamedsoc.org](mailto:melias@pamedsoc.org). Microsoft Word documents also accepted.

### Display Ads:

#### Rates:(per insertion)

	Number of Insertions		
	1	2	3 or 4
Full page (7.5" x 9.5")*	\$385.00	\$330.00	\$275.00
1/2 page horizontal (7.5" x 4.625")	\$275.00	\$220.00	\$165.00
1/2 page vertical (3.625" x 9.5")	\$275.00	\$220.00	\$165.00
1/4 page horizontal (7.5" x 2.375")	\$165.00	\$110.00	\$55.00
1/4 page vertical (3.625" x 4.625")	\$165.00	\$110.00	\$55.00

### Special Position Ads:

#### Inside Back Page

	Number of Insertions		
	1	2	3 or 4
Full page (7.5" x 9.5")*	\$550.00	\$495.00	\$440.00
1/2 page horizontal (7.5" x 4.625")	\$440.00	\$385.00	\$330.00
1/2 page vertical (3.625" x 9.5")	\$440.00	\$385.00	\$330.00
1/4 page horizontal (7.5" x 2.375")	\$330.00	\$275.00	\$220.00
1/4 page vertical (3.625" x 4.625")	\$330.00	\$275.00	\$220.00

#### Back Outside Page

1/2 page - horizontal format only	\$660.00	\$600.00	\$550.00
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#### Display/Special Position Ad Requirements:

- Newsletter prints four-color (CMYK).
- Please submit hard copy sample with contract. Files can be emailed to [melias@pamedsoc.org](mailto:melias@pamedsoc.org) or sent via CD/Zip disk..
- Digital file requirements: Preferred platform is PC; Adobe Indesign, Illustrator, or Photoshop.
- Acceptable file formats are .pdf, .tif or .jpg. Please be sure that ads are set at the correct size and color, and that any files submitted are high resolution (300 DPI or higher) and set at 100% size.
- Camera ready artwork can be submitted. Submit flat, not folded. Do not fax.

**Any additional copy, touch up or artwork required to complete an ad will be billed to the advertiser at cost plus 10% handling charge.  
You may call for price quotes.**

**Tear sheets will be sent to the advertiser or to the agency.**

If and when new advertising rates are announced, current advertisers will be protected at the specified cost for the period of their contract.  
After which, they will be subject to the prevailing rates.



PENNSYLVANIA  
society of  
ANESTHESIOLOGISTS

## 2012 Advertising Contract

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email \_\_\_\_\_

### Type of Ad

Classified Ad  Display Ad  Repeated Material:

### Ad Size

Full Page  1/2 Page  1/4 Page  
 inside general pages  inside general pages  inside general pages  
 inside back page  inside back page  inside back page  
 outside back page

### Issue to Run Ad *(please check all that apply)*

Spring  Summer  Fall  Winter

### Payment Method

Check *(payable to: Pennsylvania Society of Anesthesiologists Inc.)*

Credit Card   

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ CVV2 Code (on back of card): \_\_\_\_\_

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

Signature: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

*When signed, this is a legally binding contract with cancellation at the Pennsylvania Society of Anesthesiologists Inc.'s discretion.*

\_\_\_\_\_  
(Signature of Advertiser)

**Mail to:**  
PSA Newsletter  
PO Box 8820  
Harrisburg, PA 17105-8820  
717-558-7750, ext. 1596  
Fax: 717-558-7841