

Alameda-Contra Costa Medical Association

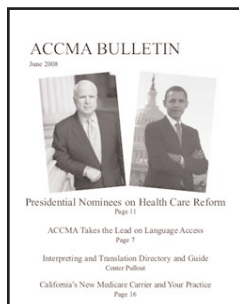
Advertising Opportunities

THE BUSINESS CASE

- The Alameda-Contra Costa Medical Association (ACCMA) is a professional association of approximately **3,000 physician members**. We are **widely respected for our long tradition of service on behalf of physicians**. We are an **information resource for East Bay physicians** on a range of issues including legal, regulatory, political and practice management issues.
- The **primary vehicle for communicating with our members is through our publications**. Our publications reflect the ACCMA's **simple, straightforward, no-nonsense approach** to bringing physicians the information they need in a timely manner. Advertising in our publications is the **best way to advertise your services and products to thousands of East Bay physicians and their medical office staff**, who literally represent **hundreds of millions of dollars in purchasing power**.

OUR PUBLICATIONS

ACCMA Bulletin



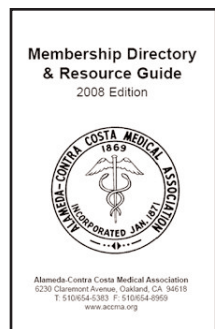
The official magazine of the Alameda-Contra Costa Medical Association, *ACCMA Bulletin* regularly features articles on health policy trends, medical-legal issues, insurance and billing issues, practice management, human resources and technology. Edited by and for physicians, *ACCMA Bulletin* is circulated bi-monthly to more than 3,500 physician members, medical office staff, hospital medical staff rooms, medical and public libraries, medical school facilities, and to leaders of medical societies throughout the country.

ACCMA Bulletin is published six times per year.

Advertisements are due by the 20th calendar day of the month prior to the publication month.

See reverse for rates and specifications.

ACCMA Membership Directory and Resource Guide



A comprehensive listing of the ACCMA membership, including member photos, contact information, education and training, and specialty. More than 5,500 copies of the *ACCMA Directory* are used daily by physicians, hospitals, medical personnel and a variety of local businesses. Also included are reimbursement resources, helpful phone numbers and legislative contact information.

ACCMA Directory is published annually, and is circulated in late February.

Advertising orders for the 2011 edition are due by December 31st, 2010.

See reverse for rates and specifications.

Alameda-Contra Costa Medical Association Advertising Opportunities

ADVERTISING RATES

ACCMA Bulletin

Ad size	1 issue	3 issues	6 issues	Special Placement	1 issue	3 issues	6 issues
1/8 page	\$245	208	177	Back Cvr	\$1,550	1,317	1,119 SOLD
1/4 page	385	327	278	Inside Front Cvr	1,295	1,100	935 SOLD
1/2 page	525	446	379	Inside Back Cvr	1,295	1,100	935
Full page	825	701	596				

NOTE: Rates listed are per issue.

Only special placement ads are printed in 4-color. Other ads are black and white, but may be printed 4-color for an additional fee.

ACCMA Membership Directory

Ad size	Special Placement
1/8 page	Back Cvr \$3,600 SOLD
1/4 page	Inside Front Cvr 2,675
1/2 page	Inside Back Cvr 2,505
Full page	Others 2,335

Advertise More and Save!

Advertise in both the *ACCMA Directory* and at least 3 issues of the *ACCMA Bulletin*, and get 10% off both rates.

SPECIFICATIONS

All advertising artwork should be emailed to jgreaves@accma.org as a PDF file. Artwork may also be submitted by disk to ACCMA, 6230 Claremont Ave, Oakland CA 94618. Other acceptable file formats include TIFF, JPEG, EPS, and QUARK.

All advertising copy is subject to the approval of the Alameda-Contra Costa Medical Association. ACCMA reserves the right to exclude any advertising copy for any reason which it deems sufficient.

Cancellation of any portion of a contract before its term is up will result in short-rate charges.

ACCMA Bulletin

Insertions, changes, and cancellations **must be received by the 20th of the month prior to the month of publication** (i.e. due August 20 for the September/October issue). Submissions received after the deadline will be accommodated as allowed. Cancellations are not accepted after the deadline.

All print ads are printed black and white, and should adhere to the following size limitations. One full page is 8.5" x 11" (width x height). Full Page: (8.5" x 11" with bleed marks indicated if applicable), 1/2 Page (4.25" x 11" or 8.5" x 5.5"), 1/4 Page (4.25" x 5.5"), 1/8 Page (3.25" x 2.25"). Full bleed available for Full Page ads only upon request. Alternative sizes considered upon request.

Prepayment is required for the first month of advertising in the *ACCMA Bulletin*. Invoices for subsequent *ACCMA Bulletin* insertions will be mailed on a monthly basis. Overdue accounts will be assessed net 30, 18 percent annum.

ACCMA Directory

Insertions, changes, and cancellations **must be received by December 31, 2010** for the 2011 edition. Cancellations are not accepted after the deadline.

All print ads are printed black and white, and should adhere to the following size limitations. One full page is 5" x 8" (width x height). Full Page: (5" x 8" with bleed marks indicated if applicable), 1/2 (5" x 4" or 2.5" x 8"), 1/4 (2.5" x 4"), 1/8 (2.5" x 2"). Full bleed available for Full Page ads only upon request. Alternative sizes considered upon request.

Prepayment is required for advertising in the *ACCMA Directory*.