



The PMDA newsletter, *PMDA News*, is a professional society newsletter published three times per year. Its purpose is to serve as a source of news and information on issues of importance and interest to long term care practitioners in Pennsylvania. The Association accepts paid display advertisements and classified ads from individuals, companies, hospitals and physician search companies informing Pennsylvania long term care practitioners of their job placement positions, products or services.

2012 Publication Issues

Spring
Summer
Fall

Payment Information

- Payment must accompany all advertising contracts.
- Payment is made to: PMDA.
- 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 long term care practitioners and will not be accepted for products or services thought to be in direct conflict with PMDA 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 executive director.
- Questions or problems regarding proposed advertising should be directed to the newsletter editor and/or the executive director. Problems which cannot be resolved by the editor or the executive director will be referred to the PMDA Board of Directors whose decision will be final.
- The PMDA is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the *PMDA News*.
- The PMDA 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:	PMDA Members	Non-PMDA Physicians	Corporate
50 words or less	\$25	\$80	\$160
51-100 words	\$50	\$160	\$320
101-200 words	\$75	\$320	\$640
201-225 words	Varies (case by case)	Varies (case by case)	Varies (case by case)

**Rates include posting on PMDA website (www.pamda.org) for 3 months.*

Requirements:

- Please submit typed ad by email to pmda@pamedsoc.org. Microsoft Word documents also accepted.

Display Ads:

Rates: (per insertion)	Number of Insertions	
	1-2	3
Full page (7.5" x 9.75")	\$350.00	\$300.00
1/2 page horizontal (7.5" x 4.75")	\$250.00	\$200.00
1/2 page vertical (3.625" x 9.75")	\$250.00	\$200.00
1/4 page horizontal (7.5" x 2.375")	\$150.00	\$100.00
1/4 page vertical (3.625" x 4.75")	\$150.00	\$100.00

Special Position Ads:

Inside Back Page

Full page (7.5" x 9.75")	\$500.00	\$450.00
1/2 page horizontal (7.5" x 4.75")	\$400.00	\$350.00
1/2 page vertical (3.625" x 9.75")	\$400.00	\$350.00
1/4 page horizontal (7.5" x 2.375")	\$300.00	\$250.00
1/4 page vertical (3.625" x 4.75")	\$300.00	\$250.00

Back Outside Page

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

- Newsletter prints in PMS 287 ONLY. Please use only this color when designing your ad.
- Please submit hard copy sample with contract. Files can be emailed to pmda@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.



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

Payment Method

Check *(payable to: PMDA)*

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 PMDA's discretion.

(Signature of Advertiser)

Mail to:
PMDA News
PO Box 8820
Harrisburg, PA 17105-8820
717-558-7868
Fax: 717-558-7841
pmda@pamedsoc.org