

Tennessee Medicine

Journal of the Tennessee Medical Association



MEDIA

KIT

TMATM  *Physicians Caring
for Tennesseans*
Tennessee Medical Association

www.tnmed.org

Editorial Content & Demographics

A current demographic profile of our membership reveals the following:	
AGE	
39 and under	36%
40-65	46%
Over 65	18%
SPECIALTY	
Primary Care	32%
Specialists	66%

Tennessee Medicine is the official publication for members of the Tennessee Medical Association. *Tennessee Medicine* reaches **TMA members in 2,300+ locations statewide** and is recognized as a primary source of information for physicians in **all** medical specialties.

Tennessee Medicine offers member physicians in-depth insight and resources on:

- + Pending legislative issues
- + Medicolegal issues
- + Practice management tips
- + Socioeconomic issues affecting their practices
- + Original scientific articles and abstracts
- + Statewide medical news and events
- + Emerging trends and technologies
- + Leadership communications and resources

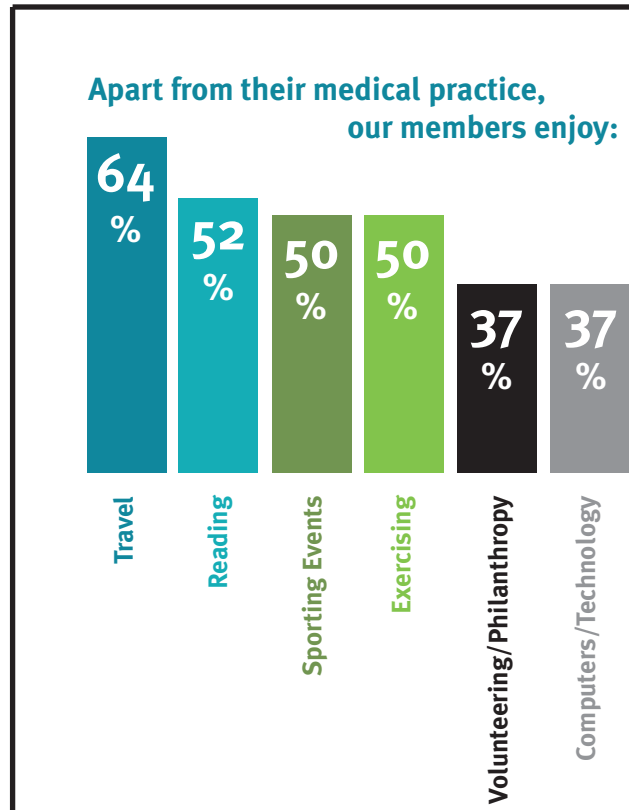
Tennessee Medicine is one of the most distinguished, credible and recognized statewide publications for physicians in Tennessee. Research proves that our physicians read *Tennessee Medicine*. A 2008 readership survey showed **88% of all TMA physician respondents regularly read *Tennessee Medicine*.**

NO OTHER PUBLICATION OFFERS ADVERTISERS GREATER ACCESS TO MORE PHYSICIANS STATEWIDE FOR LESS COST, OR WITH MORE CREDIBILITY.

Tennessee Medicine is a true statewide publication reaching 7,000 physicians from Memphis to Mountain City and from Clarksville to Cleveland. *Tennessee Medicine* articles are relevant to physicians in all areas of the state, both urban and rural.

Consider this:

- + 21% of TMA physician respondents have a net annual salary range above \$100,000.
- + 15% have a net annual salary between \$201,000 and \$275,000.
- + 22% have a net annual salary above \$275,000.



Rate and Mechanical Information

All rates are gross

Ad Sizes and Rates :: 4-Color					
Page Unit	Width	Depth	1X	5X	10X
Full Page	7"	10"	\$1500	\$1350	\$1200
1/2 Page Horiz	7"	4-3/4"	\$900	\$810	\$720
1/2 Page Vert	3-1/4"	9-5/8"	\$900	\$810	\$720
1/4 Page Horiz	7"	2-1/4"	\$500	\$450	\$400
1/4 Page Vert	3-1/4"	4-3/4"	\$500	\$450	\$400

Earned Rate Based on frequency within a 12-month period.

Inserts 2-page (single leaf) - 2 times the earned rate.
4-page (double leaf) - 4 times the earned rate.

Agency Discounts Standard 15% discount to recognized agencies.

Acceptability All advertisements are subject to acceptance by the publisher. *Tennessee Medicine* contract must accompany ad. First-time advertisers **must** include the first month payment with contract.

Trim Size 8-1/4" x 10-7/8"

Live Area 7 x 9-5/8"

Bleed Size 8-3/8" x 11-1/8"

Binding Saddle stitched

Printing Offset on 70 lb. coated enamel

Inserts 8-3/8" x 11-1/8" furnish folded

Polybag \$150 set up (with one insert) + \$100 per thousand. \$12 per thousand for each additional insert (maximum of 3 inserts).

Closing Date: Closing date is the 15th of month preceding.

Reproduction Materials: All ads must be supplied on a CD or e-mailed, formatted for a Macintosh. All Ads must be created in QuarkXpress, Photoshop, InDesign or Illustrator, or saved as a hi-res image (either a TIF, EPS, or PDF). Please include any bleeds necessary. Illustrator EPS files must have all fonts turned into outlines and images embedded into the EPS. PDFs must be saved in the highest resolution quality. All images must be saved at a resolution of at least 300 dpi for color and grayscale, and at least 600 dpi for bitmap or line art. All color images must be converted to CMYK.

The right is conceded to omit advertising and charge for all previous insertions at earned rates if payments are not made as above. If advertisement is discontinued before completion of contract, earned rate for space used will be paid. Copy from the most recent ad will be repeated until new copy/instructions are received. All copy and size changes must be indicated to the publisher prior to closing date of each issue. All advertising is subject to approval by the Publications Committee of *Tennessee Medicine*.

Advertising Contract – Tennessee Medicine

This contract hereby authorizes my advertisement(s) to appear in **Tennessee Medicine** as indicated below:

Place Checkmark By Your Preferences		
Size	Frequency	Colors
<input type="checkbox"/> Full Page	<input type="checkbox"/> 1X	<input type="checkbox"/> Full Color
<input type="checkbox"/> 1/2 Page Horiz	<input type="checkbox"/> 5X	
<input type="checkbox"/> 1/2 Page Vert	<input type="checkbox"/> 10X	
<input type="checkbox"/> 1/4 Page Horiz		
<input type="checkbox"/> 1/4 Page Vert		

Indicate issue(s) advertisement(s) is to appear by numbering in consecutive order.	
	January (deadline Dec. 15)
	February (deadline Jan. 15)
	March (deadline Feb. 15)
	April (deadline Mar. 15)
	May (deadline May. 15)
	June/July (deadline June 15)
	August (deadline July 15)
	September (deadline Aug. 15)
	October (deadline Sept. 15)
	November/December (deadline Oct. 15)

Contact's Name _____

Firm Name/Agency _____

Billing Address _____

Phone _____

Fax _____

Email _____

*** First-time advertisers MUST include first month payment with contract OR pay by credit card.**

If Paying by Credit Card, Use This Form	
Card Number: _____	
Signature: _____	
Amount: \$ _____	Security Code: _____
Exp. Date: _____	<input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Discover
<input type="checkbox"/> Please check if you would like your ad charged to above listed card monthly for duration of contract.	

Return All Materials To:

Beth McDaniels, Sales & Events Coordinator

Tennessee Medicine

2301 21st Avenue South, P.O. Box 120909

Nashville, Tennessee 37212-0909

Phone: (615) 385-2100 Fax: (615) 312-1958

beth.mcdaniels@tnmed.org

Authorized Signature _____ Title _____ Date _____

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