

# ISMA Reports advertising

ISMA Reports is mailed to more than 8,000 medical offices around Indiana. That gives you the opportunity to place your message in the hands of doctors and medical practice managers statewide. No other publication can help you reach this special statewide target audience – for an affordable price.

Indiana State Medical Association (ISMA) has a limited number of ad spaces in the 2019 newsletters. You may purchase a quarter-page or half-page and choose strategic back-page or inside-page placement. (Our newsletter is folded so the back page is the first thing the readers see.)

Place an ad in two or more issues and receive a 20 percent discount, or purchase a half-page in a single issue to receive the same 20 percent discount.

	Issue Date	Ad Deadline
Issue 01	Jan. 14	Jan. 2
Issue 02	Feb. 11	Jan. 30
Issue 03	March 11	Feb. 27
Issue 04	April 8	March 27
Issue 05	May 6	April 24
Issue 06	June 10	May 29
Issue 07	July 8	June 26
Issue 08	Aug. 12	July 31
Issue 09	Sept. 9	Aug. 28
Issue 10	Oct. 7	Sept. 25
Issue 11	Nov. 12	Oct. 30
Issue 12	Dec. 9	Nov. 27

## ad specifications

### Dimensions

Quarter page: 4 inches (W) x 5 inches (H)

Half page: 8 inches (W) x 5 inches (H)

### Strategic back-page

Cost: \$375 quarter page (\$600 for half page)

### Inside placement

Cost: \$250 quarter page (\$400 for half page)

Advertisements must be provided at the correct size and saved as an Illustrator, Photoshop or PDF file or as a high-resolution (300 DPI) JPEG, TIF or PSD. Ads can be in grayscale or full color.

