

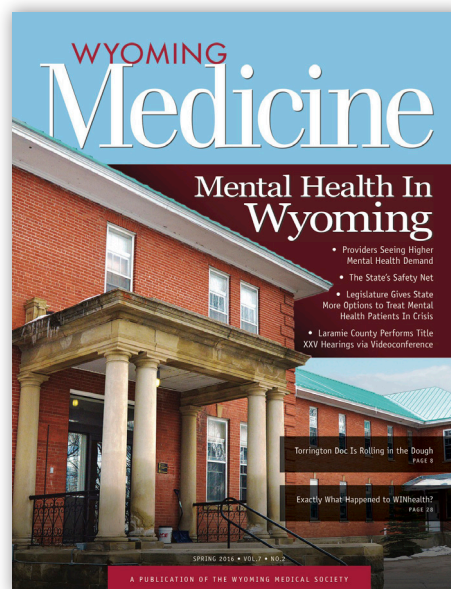
Wyoming Medicine Magazine

ADVERTISING RATES, SIZES AND ARTWORK SPECIFICATIONS



ADVERTISING RATES IN WYOMING MEDICINE

Wyoming Medicine is published three times a year. Your message will reach more than 70 percent of Wyoming physicians, as well as healthcare policy leaders and citizens from across the state. The circulation of over 1,500 includes Wyoming Medical Society member physicians, legislators, medical-related organizations, media outlets, and other regular subscribers across the state of Wyoming and beyond.



Premium Position

1x

2x

Back Cover Full Page	\$1,500	\$2,700
Inside Cover Full Page	\$1,300	\$2,200

Interior Position

1x

2x

Full Page	\$900	\$1,600
1/2 Page	\$650	\$1,100
1/4 Page	\$400	\$700

Sponsored Content

Cover feature (per page)	\$1,250
Internal page (per page)	\$900

Due Date for Ad Artwork

Fall Issue: July 1
Spring Issue: January 1
Legislative Preview: December 1

WYOMING MEDICAL SOCIETY

Advocating for doctors since 1903

WYOMING Medicine

A PUBLICATION OF THE WYOMING MEDICAL SOCIETY

Artwork Specifications

All ads must be press optimized PDFs, with all images and colors set to CMYK at 300 dpi. Please follow the below specifications when creating your ad. Please note, ad design is not included in the cost of ad placement, additional pricing can be provided if design assistance is required.

The diagram illustrates various ad layouts with their respective dimensions and bleed areas. Each layout is represented by a rectangle with a gray border (bleed) and a white inner area (viewable area). The layouts are as follows:

- FULL PAGE WITH BLEEDS**
Size: 8.5"w x 11"h plus 0.125" bleed
Safe Area: 8"w x 10.5"h (or 0.25" inner margin)
- OUTSIDE BACK COVER WITH BLEEDS**
Size: 8.5"w x 8.75"h plus 0.125" bleed (shorter height accounts for mailing address panel at top)
Safe Area: 8"w x 8.25"h (or 0.25" inner margin)
- FULL PAGE, NO BLEEDS**
Size: 7.5"w x 10"h (allows for 0.5" white margin around all edges of ad border)
- VERTICAL HALF PAGE WITH BLEEDS**
Size: 4.1667"w x 11"h plus 0.125" bleed
Safe Area: 3.6667"w x 10.5"h (or 0.25" inner margin)
- VERTICAL HALF PAGE, NO BLEEDS**
Size: 3.6319"w x 10"h (allows for 0.5" white margin on top, bottom and outer side)
- HORIZONTAL HALF PAGE WITH BLEEDS**
Size: 8.5"w x 5.375"h plus 0.125" bleed
Safe Area: 8"w x 4.87"h (or 0.25" inner margin)
- QUARTER PAGE, NO BLEEDS**
Quarter Page Ad
Size: 3.6667"w x 4.875"h
- HALF PAGE, NO BLEEDS**
Size: 7.5"w x 5"h (allows for 0.5" white margin on sides and bottom)

KEY

- Gray area represents 0.125" bleed
- Viewable area of ad
- Safe Area: Copy should not fall outside of this area—applies only to ads with bleeds

UNACCEPTABLE ADVERTISING: No questionable financial or investment, objectionable medical, copyright infringement, or misleading advertising is accepted. The publisher reserves the right to decline or discontinue any advertisement.