

WYOMING Medicine

A PUBLICATION OF THE WYOMING MEDICAL SOCIETY

Advertising Rates, Sizes and Artwork Specifications • Updated April 2014

Advertising Rates

Wyoming Medicine is published bi-annually. 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 1st
Spring Issue: January 1st

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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.

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)

HALF PAGE, NO BLEEDS


Size: 7.5"w x 5"h
(allows for 0.5" white margin on sides and bottom)


Quarter Page Ad


Size: 3.6667"w x 4.875"h

QUARTER PAGE, NO BLEEDS

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.