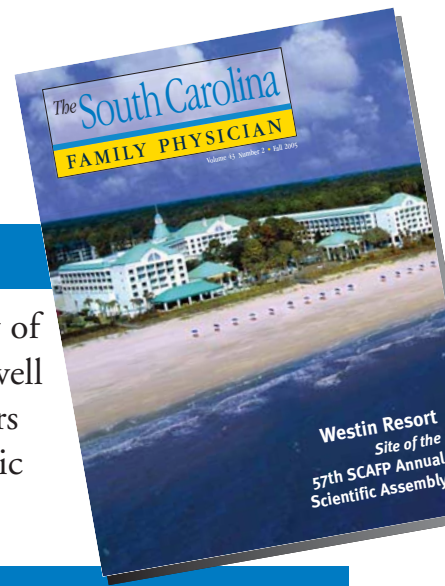


# The South Carolina Academy of Family Physicians



## Rates Effective 2007

Full size, full color glossy official magazine of the South Carolina Academy of Family Physicians. It is addressed and mailed to every family physician, as well as residents, medical students, hospitals, in-state medical schools, and others throughout South Carolina. It is a major communication source with public relations, legislative and membership information.

## Space Costs

### ALL RATES ARE NET. (one time rate covers 3 issues)

Back Cover .....	\$4760
Inside Covers (F & B) .....	\$4140
Full Page .....	\$3300
2/3 Page .....	\$2680

### ALL RATES ARE NET. (one time rate covers 3 issues)

1/2 Page .....	\$2270
1/3 Page .....	\$1640
1/6 Page .....	\$1030

### Production Charge (if required)

Display B&W or Color Ad ..... \$250

### Color Charge

Display Ad ..... \$250

## Issue Dates

## Advertising Due Dates

January 15 .....	December 15
May 15 .....	April 15
September 15 .....	August 15

## Available Ad Sizes

	width	x	height
Back Cover .....	7.875"	x	9"
Inside Covers .....	7.875"	x	10"
Full Page .....	7.875"	x	10"
2/3 Page .....	5.125"	x	10"
1/2 Page (island) .....	5.125"	x	7.5"
1/2 Page (horizontal) .....	7.875"	x	4.875"
1/3 Page (vertical) .....	2.5"	x	10"
1/3 Page (block) .....	5.125"	x	4.875"
1/6 Page (vertical) .....	2.5"	x	4.875"
1/6 Page (horizontal) .....	5.125"	x	2.375"

A full bleed full page ad is 8.5" x 11.125"

(1/8" bleed on all sides).

A full bleed back cover ad is 8.5" x 9.125"

## MECHANICAL REQUIREMENTS

Publishing Concepts requests electronic files of all advertisements.

- We prefer that ads be submitted as high resolution PDFs with all color CMYK, all photos 300 DPI at the size they are used and all fonts embedded in the PDF.
- We use Quark XPress for page production and files submitted in that program or in Adobe InDesign should be accompanied by all support graphics and all fonts used in the document.
- We accept graphics created in Adobe Photoshop and Adobe Illustrator in EPS or TIFF formats. We prefer that vector graphics be saved in the EPS format, with fonts turned to outlines and photos saved in TIFF or EPS formats with the resolution 300 DPI at the size they will be used.

Spot colors are 4-color process; exact PMS colors are not available. Please email files to [production@pcipublishing.com](mailto:production@pcipublishing.com), and indicate the magazine in which the ad is to run, issue date and/or edition number.



**For Information on Advertising  
Publishing Concepts, Inc.**  
**501.221.9986 or 800.561.4686**

Fax 501.225.3735

Family Physician Publications available in the following states: Arkansas, Colorado, Iowa, Kansas, North Carolina, Oregon, South Carolina, Virginia.