



**BULLETIN INSERTION ORDER**

**HUMBOLDT-DEL NORTE COUNTY MEDICAL SOCIETY**

**GENERAL INFORMATION, TERMS AND CONDITIONS:** "THE BULLETIN" is edited by the Humboldt-Del Norte County Medical Society Editorial Board.

Because of its timeliness and local emphasis, HDNCMS Bulletin enjoys high readership and reader response from its circulation which has more than doubled and continues to grow. Circulation of the HDNCMS Bulletin includes physician members, local hospitals, advertisers, leaders of medical societies throughout the state, including the California Medical Association, local legislators, and other interested persons in the medical field.

All advertising copy is subject to review by the HDNCMS Editorial Committee. The Committee reserves the right to exclude or revise any advertising copy, or to cancel this contract for any reason. All advertisers must have a contract on file with the Society office. Billing for on-going advertising will be done on a monthly basis. Payment must be submitted along with contracts for one-time ads.

For monthly ads, we will repeat previous copy if new copy is not received by the closing date, unless special arrangements have been made.

If advertising is discontinued before completion of contract, short rate for space will be payable. Accounts become delinquent after 30 days from invoice date. The Board may cancel a contract and demand payment in full upon an account becoming delinquent.

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**DISPLAY ADVERTISING RATE SCHEDULE**

*\*rates effective 4/1/08*

<u>SIZE</u>	<u>MONTHLY</u>	<u>SIZE</u>
1/4 Page Horizontal	\$120.00	7 .5" x 2 .5"
1/2 Page	\$140.00	7 .5" x 5"
1/3 Page Vertical	\$130.00	2 .5" x 10"
Full Page	\$170.00	7 .5" x 10"
Inside Cover/Full Page	\$240.00	8" x 10.5"

*Classified Ads.....\$4.75 per line*

*BUSINESS CARD AD..... \$ 60.00*

**DEADLINE: 15th day of the preceding month to be published**

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**"THE BULLETIN"**

**HUMBOLDT-DEL NORTE COUNTY MEDICAL SOCIETY  
ADVERTISING INSERTION ORDER**

Please insert our advertisement in the HDNCMS Bulletin to available space for \_\_\_\_\_ consecutive insertions and until further notice from either party, for which we agree to pay:

A. \$ \_\_\_\_\_ per issue; payment in full accompanies this contract.

B. \$ \_\_\_\_\_ per issue; within 30 days of invoice.

(Option B only available to current advertisers requesting more than three consecutive insertions and meeting credit approval.)

This contract to take effect with the issue of \_\_\_\_\_ and is subject to all conditions of the current rate schedule.

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COMPANY NAME

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DATE

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Street Address

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Signature

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City/Zip

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Telephone

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E-mail

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FAX