



Professional Announcement Package

328 East Main Street
Louisville, KY 40202
www.glms.org

The GLMS Announcement Package is a one-stop shopping service for physicians to advise their colleagues about changes in their practice. This may include a new doctor who is joining the practice, a new office location or the opening of a satellite office. The Professional Announcement Package includes the following items:

Panel Card with Matching Envelope

Mailed to 2400 GLMS Active & Associate (IN) members

_____ White

_____ Ivory (other colors available upon request)

Printing

One-side only (standard) –

Includes layout, black ink

Optional Spot Color - \$300

Optional Four Color - \$450

Two-sided copy (\$500 additional charge)

Includes layout & photo with biographic information

Optional Spot color - \$250

Optional Four color - \$350

Postage

Standard rate postage provided (reduced cost)

Saves 1st class mail cost

Mailing Labels

Provided - announcements mailed to office

Contract Labor

Insert announcement into envelope, affix postage, seal, meter & sort

Delivery to post office

Louisville Medicine – Professional Announcement

1/4 Page Announcement included in package (optional upgrade)

Monthly magazine mailed to residence (circulation 3800)

GLMS Update – Professional Announcement

1/4 page announcement included in package (optional upgrade)

Monthly newsletter mailed to all physicians, administrators, office managers business leaders

(circulation 5000)

Average Cost

\$2900 one-sided printing plus any upgrades in size, color, etc.

\$3200 two-sided printing plus any upgrades in size, color, etc.

You may email amanda.edmondson@glms the text, logo and photo (if indicated). Electronic files are acceptable in a tif, jpg, or eps illustrator format. A proof will be provided for your approval. We need two and a half weeks to print and mail announcements. Contact Amanda Edmondson at 736.6330 for further information.

Marketing your practice to colleagues