



**Greater Louisville
MEDICAL SOCIETY**

MEDIA KIT

Louisville Medicine is a monthly magazine that reaches 80% of physicians in the greater Louisville area, including Southern Indiana. The magazine is mailed to our physician member homes (our membership consists of 4000 physicians), hospitals, government officials, media, and local business professionals. Our magazine is also shared online with an average of 1000 views.

The Annual Pictorial Roster is a directory of physicians that is sent to our 4,000 physician members, purchased by every hospital and many area businesses. On average, there are over 10,000 in circulation, chained to nurse's stations, in people's homes and referenced often in the medical community.

80%

OF LOUISVILLE
PHYSICIANS

4,000+

MONTHLY READERS

10,000+

ROSTER CIRCULATION



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GLMS

ADVERTISING OPPORTUNITIES



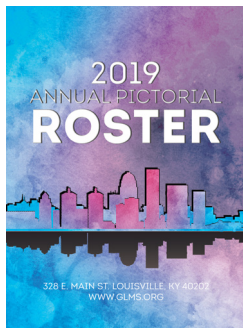
Louisville Medicine Magazine

Louisville Medicine is a monthly magazine, featuring GLMS members that reaches 80% of physicians in the greater Louisville area, including Southern Indiana. Our magazine is also shared online with an average of 1000 monthly views.

- » 8 1/2" x 11" four color monthly magazine, 40-48 pages
- » Mailed directly to physicians' homes
- » Circulation: 4,000 copies
- » Frequency: Monthly

Readership Includes:

- » Physicians/Spouses/Families
- » Hospital CEO's and other departments
- » Community Business Leaders
- » Government Officials
- » Local Media



Annual Pictorial Roster

The Annual Pictorial Roster is a directory of physician members that is sent to over 4,000 people and can be found in every local hospital and many area businesses. On average, there are over 10,000 rosters in circulation throughout the greater Louisville Area.

Roster Details:

- » Distribution – Moore than 10,000 copies
- » 4000 Physicians listed in the Greater Louisville (Kentucky) area including Southern Indiana
- » View the 2019 GLMS Roster advertising contract and spec sheet.



GLMS Update E-Newsletter

The GLMS Update is an e-newsletter that is sent on the last Friday of the month to our members and their office managers. Our newsletter reaches the inbox of over 5,000 individuals.

GLMS Update Details:

- » Circulation: 5,000 copies
- » Frequency: Monthly
- » Readership Includes:
 - » GLMS physicians
 - » Medical Office Managers and Administrators in practices
 - » Government Officials
 - » Media
 - » Area business leaders
 - » Hospital CEOs
 - » Hospital PR & Marketing Departments
 - » Libraries
 - » Medical Staff Offices



GLMS Website Advertising

Louisville physicians turn to the GLMS website as a trusted source for physician alerts and to access our online physician search tool. Include online advertising in your marketing plan to reach physicians with banner and logo ads that are linked to your website.

Annual Pictorial Roster Advertising CONTRACT

Company _____	Agency <i>[if applicable]</i> _____
Contact(s) _____	
Mailing Address _____	Billing Address <i>[if different]</i> _____
Telephone _____	Fax _____
Email Address _____	Website _____
Signature _____	Date _____

Credit Card

- Visa
- Mastercard
- Discover
- American Express

Card # _____

Expiration _____

Name on Card _____

Billing Address _____

Return to:

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The above information is used to secure your ad placement. Your credit card will be charged if balance is not paid within 30 days following the billing date. Any unpaid balance after 30 days will be charged interest at the rate of 1½ % per month (18% per annum). You may charge by credit card if you prefer.

Signature for contract confirmation _____	Signature to charge credit card _____
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SIZE	RATE
Full Page	<input type="checkbox"/> \$1075
Half Page	<input type="checkbox"/> \$775
Quarter Page	<input type="checkbox"/> \$550
Special Position	<input type="checkbox"/> \$1875-5500
Tab Page Full	<input type="checkbox"/> \$3150
Tab Page Half	<input type="checkbox"/> \$1875

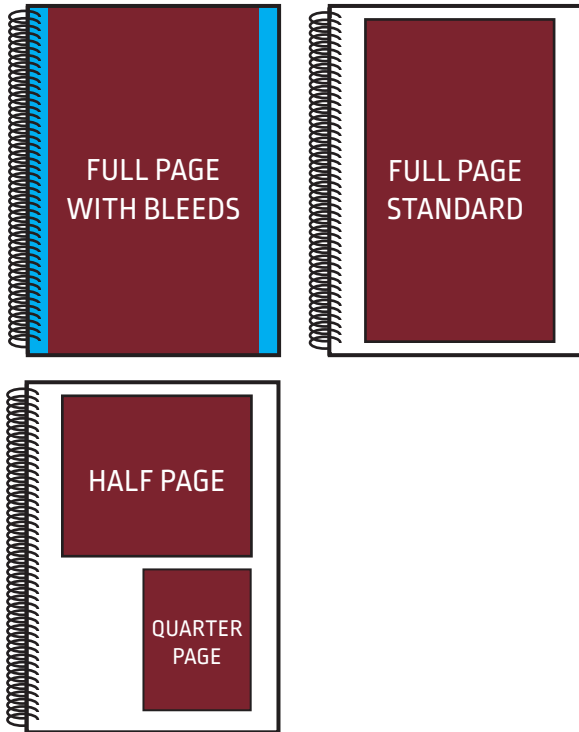
<input type="checkbox"/> Continue with Same Ad	<input type="checkbox"/> New Ad Enclosed
<input type="checkbox"/> New Ad to Follow	<input type="checkbox"/> Estimated Delivery Date

Circulation: 10,000

Annual Pictorial Roster

Advertising CONTRACT

Annual Pictorial Roster | Advertising Specs



AD SIZES

	WIDTH	HEIGHT
FULL PAGE		
Standard	7 ¹ / ₂ "	9 ¹ / ₂ "
With Bleeds*	8 ³ / ₄ "	11 ¹ / ₄ "
Tab Pages Standard	7 ¹ / ₂ "	9 ¹ / ₂ "
Tab Pages w/ Bleeds*	8 ³ / ₄ "	11 ¹ / ₄ "
IFC, IBC, OBC w/ Bleeds*	8 ³ / ₄ "	11 ¹ / ₄ "
HALF PAGE		
Standard	7 ¹ / ₂ "	4 ⁵ / ₈ "
Vertical	3 ⁵ / ₈ "	9 ⁵ / ₈ "
QUARTER PAGE		
Standard	3 ⁵ / ₈ "	4 ⁵ / ₈ "

*Due to spiral binding, please keep text 1/2" away from both sides. Shown above in blue.

- Files formats accepted: PDF, JPG, EPS, PNG & TIFF
- All images must be 300 DPI or higher resolution and CMYK