



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 magazine is available electronically on the GLMS website.

The GLMS Update is an e-newsletter 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. The newsletter goes to 5,000 inboxes and is read by a variety of professionals such as GLMS physicians, Medical Office Managers, Media, Area Business Leaders, and Hospital CEO's.

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**80%**

OF LOUISVILLE  
PHYSICIANS

**5,000+**

MONTHLY READERS

**10,000+**

ROSTER CIRCULATION

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**Laura Carr**

Business Relationship Specialist

office 502-221-7919

cell 502-759-3332

[laura.carr@glms.org](mailto:laura.carr@glms.org)

[www.glms.org](http://www.glms.org)



[facebook.com/greaterlouisvillemedicalsociety/](https://facebook.com/greaterlouisvillemedicalsociety/)



[@loumedsociety](https://twitter.com/loumedsociety)



[@loumedsociety](https://www.instagram.com/loumedsociety)



[linkedin.com/company/greater-louisville-medical-society](https://linkedin.com/company/greater-louisville-medical-society)



[vimeo.com/channels/glms](https://vimeo.com/channels/glms)

# 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.



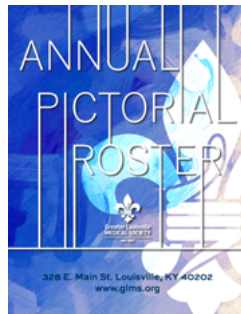
- » 8 1/2" x 11" four color monthly magazine, 40-48 pages
- » Mailed directly to physicians' homes
- » Circulation: 4,000 copies
- » Frequency: Monthly

### 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 – More 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.org 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.



# Louisville Medicine Advertising Contract

## COMMISSION & TERMS OF PAYMENT

Charges for advertising space are payable with the order for the space, unless the Advertiser or Agency has established credit. If credit is given on a monthly payment basis, charges are payable by the 15th of the month following publication. Rates for advertising in **Louisville Medicine** magazine are net. Cash discounts are not available. Visa or Master Card credit cards may be accepted. Credit requests must be made within 30 days of billing date.

## GENERAL RATE POLICY

**Right to Edit or Reject.** The **Louisville Medicine** may, in its sole discretion, edit, reject or cancel at any time, any advertising copy submitted by an Advertiser.

**Rates.** The **Louisville Medicine** may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the new rates become effective upon written notice to **Louisville Medicine**.

**Indemnification.** Advertiser agrees to indemnify, defend and hold harmless the **Louisville Medicine** from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees for which the **Louisville Medicine** or any of its affiliates may become liable by reason of the **Louisville Medicine's** publication of Advertiser's advertising).

**Ownership of Advertising Copy.** All advertising copy which represents the creative effort of the **Louisville Medicine** and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the **Louisville Medicine**, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the **Louisville Medicine's** prior written consent.

**Joint and Several Liability.** If advertiser utilizes an "agency", advertiser and agency shall be jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising.

**Agency Commissions.** Agency commissions, if any shall apply to all space charges and adjustments under the Advertiser's contract. **All fees are net including fees for color.**

**No Sequential Liability.** The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the **Louisville Medicine** accounting department. It is further agreed that the **Louisville Medicine** does not accept advertising orders or space reservations claiming sequential liability.

SIZE	MONTHLY	6X RATE	1X RATE
Full Page	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$ 750
Half Page	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 660
Quarter Page	<input type="checkbox"/> \$ 350	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 450
Business Card	<input type="checkbox"/> \$ 125	<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 185
Classified (30 words or less, additional words .75 ea)	<input type="checkbox"/> \$ 65	<input type="checkbox"/> \$ 65	<input type="checkbox"/> \$ 65
Inside Front Cover	<input type="checkbox"/> \$ 1150	<input type="checkbox"/> \$ 1200	<input type="checkbox"/> \$ 1250
Page Facing Inside Front Cover	<input type="checkbox"/> \$ 105	<input type="checkbox"/> \$ 1100	<input type="checkbox"/> \$ 1150
Page Facing Contents	<input type="checkbox"/> \$ 950	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1050
Page Facing Inside Back Cover	<input type="checkbox"/> \$ 950	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1050
Inside Back Cover	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 1050	<input type="checkbox"/> \$ 1100
Outside Back Cover	<input type="checkbox"/> \$ 1700	<input type="checkbox"/> \$ 1750	<input type="checkbox"/> \$ 1800
Color	<input type="checkbox"/> \$ 250	<input type="checkbox"/> \$ 250	<input type="checkbox"/> \$ 250

FREQUENCY OF ADVERTISING	
Complete Insertion Dates	
<input type="checkbox"/> Jan.	<input type="checkbox"/> July
<input type="checkbox"/> Feb.	<input type="checkbox"/> Aug.
<input type="checkbox"/> March	<input type="checkbox"/> Sept.
<input type="checkbox"/> April	<input type="checkbox"/> Oct.
<input type="checkbox"/> May	<input type="checkbox"/> Nov.
<input type="checkbox"/> June	<input type="checkbox"/> Dec.

# Louisville Medicine Advertising Contract

Company	Agency (if applicable)
Contact(s)	
Mailing Address	Billing Address (if different)
Telephone	Fax
Email Address	Website
Signature	Date

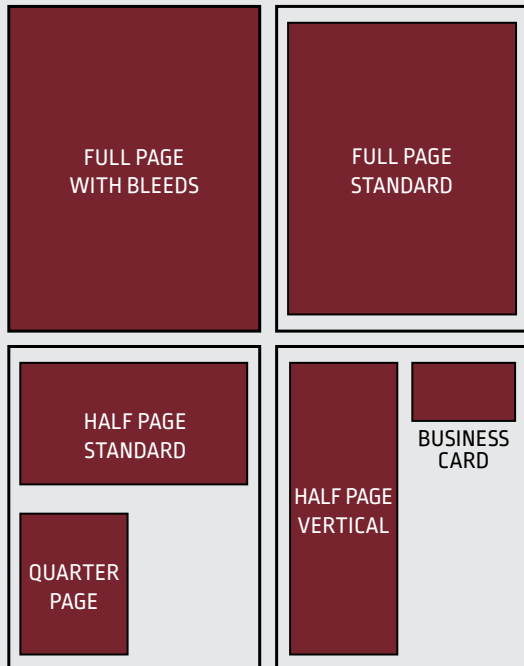
<b>Credit Card</b> <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> American Express	Card # _____	<b>Return to:</b> Laura Carr Business Relationship Specialist office 502-221-7919 cell 502-759-3332 laura.carr@glms.org
	Expiration _____	
	Name on Card _____	
	Billing Address _____	
This information is used to secure your advertising contract. Your card will be charged only if there is a balance past the deadline.		
<input type="checkbox"/> Check here if you prefer that we charge your credit card for payment.		

Signature for contract confirmation

Signature to charge credit card

The signature directly above authorizes GLMS to charge and process credit card.

## Louisville Medicine | Advertising Specs



### AD SIZES

#### FULL PAGE

Standard  
With Bleeds

	WIDTH	HEIGHT
<b>FULL PAGE</b>		
Standard	7 1/2"	9 1/2"
With Bleeds	8 3/4"	11 1/4"
<b>HALF PAGE</b>		
Standard	7 1/2"	4 5/8"
Vertical	3 5/8"	9 5/8"
<b>QUARTER PAGE</b>		
Standard	3 5/8"	4 5/8"
<b>BUSINESS CARD</b>		
Standard	3 1/2"	2"

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

- Materials due: 1st of month before publication
- Space reservation: 45 days preceding publication date

# Email Advertising Contract

## COMMISSION & TERMS OF PAYMENT

Charges for advertising space are payable with the order for the space, unless the Advertiser or Agency has established credit. If credit is given on a monthly payment basis, charges are payable by the 15th of the month following publication. Rates for advertising in GLMS emails are net. Cash discounts are not available. Visa or Master Card credit cards may be accepted. Credit requests must be made within 30 days of billing date.

## GENERAL RATE POLICY

**Right to Edit or Reject.** The GLMS emails may, in its sole discretion, edit, classify, reject or cancel at any time, any advertising copy submitted by an Advertiser.

**Rates.** The GLMS emails may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the new rates become effective upon written notice to GLMS emails.

**Indemnification.** Advertiser agrees to indemnify, defend and hold harmless the GLMS emails from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees for which the GLMS emails or any of its affiliates may become liable by reason of the GLMS emails' publication of Advertiser's advertising).

**Ownership of Advertising Copy.** All advertising copy which represents the creative effort of the GLMS emails and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the GLMS emails, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the GLMS emails' prior written consent.

**Joint and Several Liability.** If advertiser utilizes an "agency", advertiser and agency shall be jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising.

*All rates are net including color pricing.*

**No Sequential Liability.** The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the GLMS emails accounting department. It is further agreed that the GLMS emails does not accept advertising orders or space reservations claiming sequential liability.

SIZE	MONTHLY	6X RATE	1X RATE	FREQUENCY OF ADVERTISING	
Horizontal banner (top)	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 650	<b>Complete Insertion Dates</b>	
Horizontal banner (bottom)	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 600	<input type="checkbox"/> Jan.	<input type="checkbox"/> July
Vertical banner (full)	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 500	<input type="checkbox"/> Feb.	<input type="checkbox"/> Aug.
Vertical banner (1/2)	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 500	<input type="checkbox"/> March	<input type="checkbox"/> Sept.
Vertical banner (1/4)	<input type="checkbox"/> \$ 115	<input type="checkbox"/> \$ 125	<input type="checkbox"/> \$ 150	<input type="checkbox"/> April	<input type="checkbox"/> Oct.
Mention in subheader			<input type="checkbox"/> \$ 100	<input type="checkbox"/> May	<input type="checkbox"/> Nov.
Email sponsorship			<input type="checkbox"/> \$ 75	<input type="checkbox"/> June	<input type="checkbox"/> Dec.
Target email			<input type="checkbox"/> \$ 2000		

All include clickable link to a designated URL

# Email 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

<input type="checkbox"/> Visa	Card # _____
<input type="checkbox"/> Mastercard	Expiration _____
<input type="checkbox"/> Discover	Name on Card _____
<input type="checkbox"/> American Express	Billing Address _____

## Return to:

Laura Carr  
Business Relationship Specialist  
office 502-221-7919  
cell 502-759-3332  
laura.carr@glms.org

This information is used to secure your advertising contract. Your card will be charged only if there is a balance past the deadline.

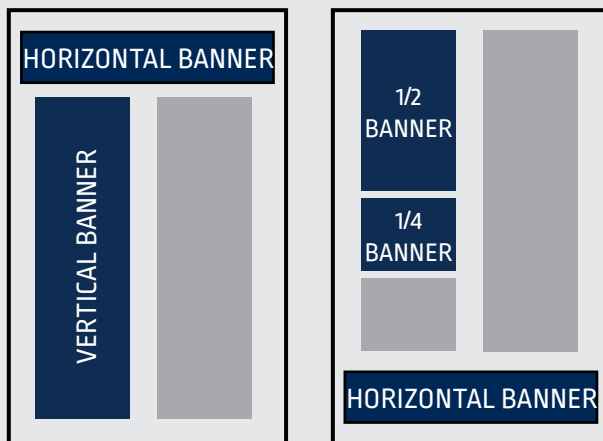
Check here if you prefer that we charge your credit card for payment.

Signature for contract confirmation

Signature to charge credit card

The signature directly above authorizes GLMS to charge and process credit card.

## GLMS Email | Advertising Specs



## AD SIZES

	WIDTH	HEIGHT
HORIZONTAL BANNER	600 px	300 px
FULL VERTICAL BANNER	300 px	800 px
HALF BANNER	300 px	400 px
QUARTER BANNER	300 px	200 px

- recommended file size, less than 1MB
- Files formats accepted: PDF, JPG, EPS, PNG & TIFF

- Materials due: 1st of month of being sent
- Space reservation: 45 days preceding publication date

# 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:

Laura Carr  
Business Relationship Specialist  
office 502-221-7919  
cell 502-759-3332  
laura.carr@glms.org

*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 1 1/2 % per month (18% per annum). You may charge by credit card if you prefer.*

Signature for contract confirmation \_\_\_\_\_

Signature to charge credit card \_\_\_\_\_

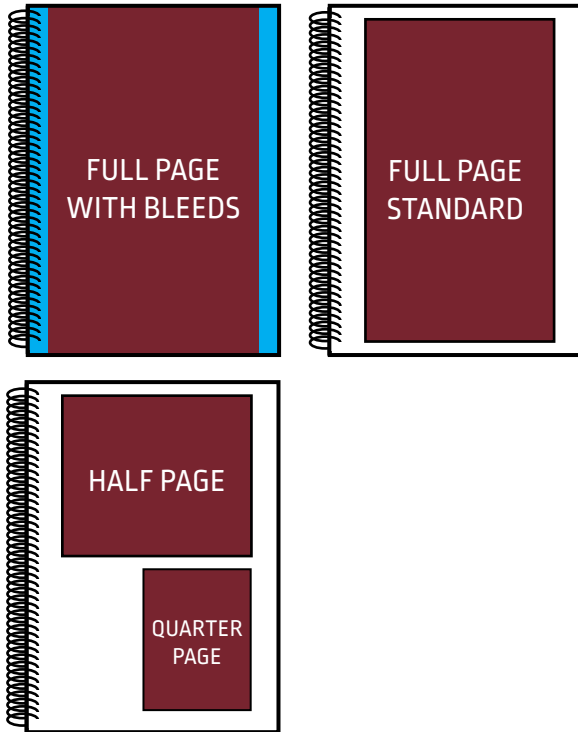
SIZE	RATE
Full Page	<input type="checkbox"/> \$1075
Half Page	<input type="checkbox"/> \$775
Quarter Page	<input type="checkbox"/> \$550
Special Position	<input type="checkbox"/> \$1875-5500
Tab Page Full	<input type="checkbox"/> \$3150
Tab Page Half	<input type="checkbox"/> \$1875

<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

#### FULL PAGE

Standard  
 With Bleeds\*  
 Tab Pages Standard  
 Tab Pages w/ Bleeds\*  
 IFC, IBC, OBC w/ Bleeds\*

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

\*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



# Website Advertising Contract

## COMMISSION & TERMS OF PAYMENT

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*All rates are net including color pricing.*

**No Sequential Liability.** The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the GLMS emails accounting department. It is further agreed that the GLMS emails does not accept advertising orders or space reservations claiming sequential liability.

SIZE	MONTHLY	6X RATE	1X RATE
Banner*	<input type="checkbox"/> \$ 250	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 350

\* Includes clickable link to a designated URL

FREQUENCY OF ADVERTISING	
Complete Insertion Dates	
<input type="checkbox"/> Jan.	<input type="checkbox"/> July
<input type="checkbox"/> Feb.	<input type="checkbox"/> Aug.
<input type="checkbox"/> March	<input type="checkbox"/> Sept.
<input type="checkbox"/> April	<input type="checkbox"/> Oct.
<input type="checkbox"/> May	<input type="checkbox"/> Nov.
<input type="checkbox"/> June	<input type="checkbox"/> Dec.

# *Other Advertising* Options

## CUSTOM AD OPTION

GLMS offers various custom ad placements including and not limited to advertorial content in Louisville Medicine and special promo pieces to targeted e-mail blasts. Content is subject to approval and requires sufficient lead-time for consideration.

Request More Info: [laura.carr@glms.org](mailto:laura.carr@glms.org)

## 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.