

# Professional *Announcement Package*

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 1<sup>st</sup> 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 [laura.carr@glms.org](mailto:laura.carr@glms.org) 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 Laura Carr at 502-221-7919 for further information.

*Marketing your practice to colleagues*