



**Greater Louisville  
MEDICAL SOCIETY**

est. 1892

# MEDIA KIT



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



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



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



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



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



## KATHRYN VANCE COMMUNICATIONS MANAGER

502-736-6338

kathryn.vance@glms.org

# GLMS ADVERTISING OPPORTUNITIES

## LOUISVILLE MEDICINE MAGAZINE

Louisville Medicine is a monthly magazine, written by GLMS members, for 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 1,000 monthly views.

- » 8 1/2" x 11" four color monthly magazine, 40-48 pages
- » Mailed directly to physicians' homes
- » Circulation: 3,000 copies
- » Frequency: monthly

### Readership Includes:

- » Physicians/Spouses/Families
- » Hospital CEOs and other departments
- » Community business leaders
- » Government officials
- » Local media

## 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.

## 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

## SPONSORSHIP OPPORTUNITIES & CUSTOM AD OPTIONS

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.

In addition, we host many events each year that have space for sponsors and networking with area physicians.

Request more info: [info@glms.org](mailto:info@glms.org)

# LOUISVILLE MEDICINE Specs

Ad Size	Rate
Full Page:	\$500
Half Page:	\$400
Quarter Page:	\$200
Business Card:	\$75
Inside Front Cover:	\$950
Page Facing Inside Front Cover:	\$900
Page Facing Contents:	\$850
Inside Back Cover:	\$950
Outside Back Cover:	\$1,500

## FREQUENCY OF ADVERTISING Complete Insertion Dates

----- Jan.	----- July
----- Feb.	----- Aug.
----- March	----- Sept.
----- April	----- Oct.
----- May	----- Nov.
----- June	----- Dec.

## Advertising Specs

### FULL PAGE

	WIDTH	HEIGHT
Standard	7.5"	9.5"
With Bleeds	8.75"	11.25"

### HALF PAGE

Standard	7.5"	4.625"
Vertical	3.625"	9.625"

### QUARTER PAGE

Standard	3.625"	4.625"
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### BUSINESS CARD

Standard	3.5"	2"
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## MATERIALS DUE: 1st of month before publication

(example: Ads for March would be due February 1)

Files formats accepted: PDF, JPG, EPS, PNG & TIFF

All images must be 300 DPI or higher resolution and CMYK

Space reservation: 45 days preceding publication date

# 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 Mastercard 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.

-----  
Company

Agency [if applicable]

-----  
Contact(s)

-----  
Mailing Address

Billing Address [if different]

-----  
Telephone

Fax

-----  
Email Address

Website

-----  
Signature

Date

### Credit Card

- Visa  
 Mastercard  
 Discover  
 American Express

Card # \_\_\_\_\_

Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

### Return to:

Kathryn Vance  
Communications Manager  
Greater Louisville Medical Society  
502-736-6338  
kathryn.vance@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.*

LOUISVILLE MEDICINE

# EMAIL Specs

Ad Size	Rate
Horizontal banner (top):	\$400
Horizontal banner (bottom):	\$350
Vertical banner:	\$250
Targeted Email:	\$1,500

## FREQUENCY OF ADVERTISING Complete Insertion Dates

----- Jan.      ----- July

----- Feb.      ----- Aug.

----- March      ----- Sept.

----- April      ----- Oct.

----- May      ----- Nov.

----- June      ----- Dec.

### Advertising Specs

	WIDTH	HEIGHT
<b>HORIZONTAL BANNER</b>	600 px	300 px
<b>FULL VERTICAL BANNER</b>	300 px	800 px
<b>HALF BANNER</b>	300 px	400 px
<b>QUARTER BANNER</b>	300 px	200 px

### **MATERIALS DUE: 1st of month before publication**

(example: Ads for March would be due February 1)

Recommended file size, less than 1MB

Files formats accepted: PDF, JPG, EPS, PNG & TIFF

Space reservation: 45 days preceding publication date

All include clickable link to a designated URL

# 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.*

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-----  
Company

Agency [if applicable]

-----  
Contact(s)

-----  
Mailing Address

Billing Address [if different]

-----  
Telephone

Fax

-----  
Email Address

Website

-----  
Signature

Date

### Credit Card

- Visa
- Mastercard
- Discover
- American Express

Card # \_\_\_\_\_

Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

### Return to:

Kathryn Vance  
Communications Manager  
Greater Louisville Medical Society  
502-736-6338  
kathryn.vance@glms.org

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EMAIL