



**Greater Louisville
MEDICAL SOCIETY**

est. 1892

MEDIA KIT



facebook.com/greaterlouisvillemedicalsociety/



@loumedsociety



vimeo.com/channels/glms



@loumedsociety



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

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

AD SIZE Check size

- Full Page
- Half Page
- Quarter Page
- Business Card

FREQUENCY OF ADVERTISING Complete Insertion Dates

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

Return to:

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

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
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

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.

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.

Company

Agency [if applicable]

Contact(s)

Mailing Address

Billing Address [if different]

Telephone

Fax

Email Address

Website

Signature

Date

AD SIZE Check size

----- Horizontal Banner
----- Full Vertical Banner
----- Half Banner
----- Quarter Banner
----- Targeted Email

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