

Heart of the Matter

The Pennsylvania Chapter, American College of Cardiology newsletter, *Heart of the Matter*, is a professional society newsletter published two times per year. Its purpose is to serve as a source of news and information on issues of importance and interest to cardiologists in Pennsylvania. The Chapter accepts paid display advertisements and classified ads from individuals, companies, hospitals and physician search companies informing Pennsylvania cardiologists of their job placement positions, products or services.

2010 Publication Issues

Spring
Fall

Payment Information

- Payment must accompany all advertising contracts.
- Payment is made to: PaACC.
- Cash discounts are not given.

Advertising Policy

Advertising will be accepted in the newsletter subject to the following guidelines:

- Advertisements will be accepted for products or services thought to be of interest to Pennsylvania cardiologists and will not be accepted for products or services thought to be in direct conflict with PaACC Executive Council endorsed or sponsored programs or activities.
- Advertising which simulates reading matter will be plainly marked "advertisement" in a typeline above or below the insertion, in accordance with postal regulations.
- Advertisements will be run on a first-come, first-served basis as space permits.
- Payment must be submitted with advertisement. Any outstanding payments must be brought up-to-date before any new advertising will be inserted.
- Initial review of proposed advertising or classified ads will be made by the newsletter editor and/or the chapter administrator.
- Questions or problems regarding proposed advertising should be directed to the newsletter editor and/or the chapter administrator. Problems which cannot be resolved by the editor or the chapter administrator will be referred to the PaACC Executive Council whose decision will be final.
- The Pennsylvania Chapter, American College of Cardiology is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the *Heart of the Matter*.
- The Pennsylvania Chapter, American College of Cardiology reserves the right to determine the placement of all advertisements, except Special Position Ads.
- A signed contract and full payment must be submitted with each application prior to publication.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue if the publisher has not received new copy by issue deadline specified. All advertising changes require the submission of new artwork.



Pennsylvania
CHAPTER

2010 Rate Schedule

Classified Ads:

The first two words of the ad will be presented in bold type. Proofs of Classified Ads will not be given.

*Rates:

50 words or less	\$25
51-100 words	\$50
101-200 words	\$75
201-225 words	\$100

*Rates include posting on PaACC website (pcacc.org) for 3 months.

Requirements:

- Please submit typed ad by email to melias@pamedsoc.org. Microsoft Word documents also accepted.

Display Ads:

Rates: (per insertion)

Full page (8.875" x 10.25")	\$350.00
1/2 page horizontal (8.875" x 5")	\$250.00
1/2 page vertical (4.375" x 10.25")	\$250.00
1/4 page horizontal (8.875" x 2.5")	\$150.00
1/4 page vertical (4.375" x 5")	\$150.00

Special Position Ads:

Inside Back Page

Full page (8.875" x 10.25")	\$500.00
1/2 page horizontal (8.875" x 5")	\$400.00
1/2 page vertical (4.375" x 10.25")	\$400.00
1/4 page horizontal (8.875" x 2.5")	\$300.00
1/4 page vertical (4.375" x 5")	\$300.00

Back Outside Page

1/2 page - horizontal format only	\$600.00
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Display/Special Position Ad Requirements:

- Newsletter prints four-color (CMYK).
- Please submit hard copy sample with contract. Files can be emailed to melias@pamedsoc.org or sent via CD/Zip disk.
- Digital file requirements: Preferred platform is PC; Adobe Indesign, Illustrator, or Photoshop.
- Acceptable file formats are .pdf, .indd, .psd, .eps, .ai, .tif or .jpg. Please be sure that ads are set at the correct size and color, and that any files submitted are high resolution (300 DPI or higher) and set at 100% size.
- Camera ready artwork can be submitted. Submit flat, not folded. Do not fax.

**Any additional copy, touch up or artwork required to complete an ad will be billed to the advertiser at cost plus 10% handling charge.
You may call for price quotes.**

Tear sheets will be sent to the advertiser or to the agency.

If and when new advertising rates are announced, current advertisers will be protected at the specified cost for the period of their contract.
After which, they will be subject to the prevailing rates.

Heart *of the* Matter

2010 Advertising Contract

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email _____

Type of Ad

Classified Ad Display Ad Repeated Material

Ad Size

Full Page 1/2 Page 1/4 Page
 inside general pages inside general pages inside general pages
 inside back page inside back page inside back page
 outside back page

Issue to Run Ad *(please check all that apply)*

Spring Fall

Payment Method

Check *(payable to: PaACC)*

Credit Card  

Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____

Amount Enclosed: \$ _____

When signed, this is a legally binding contract, with cancellation at the Pennsylvania Chapter, American College of Cardiology's discretion.

(Signature of Advertiser)

Mail to:
Heart of the Matter
PO Box 8820
Harrisburg, PA 17105-8820
717-909-2698
Fax: 717-558-7841