



Physicians Bulletin

THE BROADEST, DEEPEST REACH IN THE MEDICAL COMMUNITY!

The official publication of the Metro Omaha Medical Society (MOMS), *Physicians Bulletin*, is a bi-monthly magazine that is mailed to physicians and medical facilities in the Omaha metro area. Members receive a copy at their home address, while other physicians get a copy at their office.

The magazine brings readers relevant articles covering current events and topical issues, as well as features on people and programs of interest. Regular departments include Editor's Desk, MOMS Leadership, NMA Message, Young/Future Physician, MOMS Event Recap, and Campus and Health System Updates. *Physicians Bulletin* is the premier vehicle for advertisers looking to connect with the medical community.

Contact your representative at Omaha Magazine - 402.884.2000.

RATES/PER ISSUE • NET*

Size	Price Per Issue
Back Cover	\$1,810
Inside Covers	\$1,670
Special Positions	\$1,530
Full Page	\$1,390
2/3 Page	\$1,150
1/2 Page	\$940
1/3 Page	\$680
1/6 Page	\$395

Issue	Space Reservation	Ad Due Dates
Jan./Feb.	December 27, 2019	January 3, 2020
March/April	February 28, 2020	March 6, 2020
May/June	April 24, 2020	May 1, 2020
July/Aug.	June 26, 2020	July 3, 2020
Oct./Nov.	August 28, 2020	Sept. 4, 2020
Nov./Dec.	October 23, 2020	Oct. 30, 2020

ANNUAL SPEND WITHIN ONE-YEAR ACROSS ALL OMAHA PUBLICATIONS PRODUCTS

Spend	Receive an additional value of
\$10,000	\$2,000
\$15,000	\$3,000
\$20,000	\$4,000
\$25,000	\$5,000
\$30,000	\$6,000
\$40,000	\$8,000
\$50,000	\$10,000

Omaha Publications has implemented a Rate Card Integrity Policy. You will be paying from the same rate cards that all advertisers are paying. By applying rate card integrity pricing, we can hold down increases for everyone. Instead of a rate increase, we are holding to 2017 prices.

PHYSICIAN BULLETIN AD SPECS

Full Page Ad With Bleed (covers entire page edge to edge)

Finished Ad Size:
8.375" x 10.875" + Bleed .125"
= 8.625" x 11.125" (overall size)
Please inset text or any "must have" elements a minimum of .375" from the edge of ad (7.875" x 10.375")

Full Page Ad No-Bleed (inset white border around ad)

7.625" x 10"

2/3 Vertical 5" x 10"

1/2 Vertical 5" x 7.458"

1/2 Horizontal 7.625" x 4.917"

1/3 Vertical 2.375" x 10"

1/3 Square 5" x 4.917"

1/6 Vertical 2.375" x 4.917"


1/6 Horizontal 5" x 2.375"

1/12 Square 2.375" x 2.375"

Full Page Bleed
Finished Ad Size:
8.375" x 10.875" + Bleed .125"
= 8.625" x 11.125" (overall size)

Please inset text or any "must have" elements a minimum of .375" from the edge of ad (7.875" x 10.375")

Full Page No-Bleed
7.625" x 10"


Metropolitan Omaha Medical Society
1900 Davenport Street
Omaha, NE 68104
ADDRESS SERVICE REQUESTED

Back Cover with Bleed
Finished Ad Size:
8.375" x 7.83 (trim size)
+ Bleed .125"
= 8.625" x 7.96" (overall size)

Important items .375" from the edge of trimmed ad

Back Cover No-Bleed
7.625" x 7.46"

1/12 Square
2.375" x 2.375"

1/6 Horizontal
5" x 2.375"

1/2 Vertical
5" x 7.458"

1/3 Square
5" x 4.917"

1/6 Vertical
2.375" x 4.917"

1/2 Horizontal
7.625" x 4.917"

Providing Your Finalized Ad

Camera-Ready PDFs

Please send camera-ready PDFs using the High Quality Print preset (include bleed when needed) If providing a file made in Adobe Photoshop please send a high-resolution .tiff file, with a resolution of at least 300dpi and the CMYK color mode. FamilyGuide is not responsible for color shift of RGB images.

AD CREATION

Providing files to Build Your Ad

Providing Logo(s)

Adobe Illustrator file, .eps and/or .ai file extension.

Providing Photo(s)

.jpg/.psd/.tiff - 300dpi @ 5"x7" or 8"x10"

1/3 Vertical
2.375" x 10"

2/3 Vertical
5" x 10"