

MEDICAL ASSOCIATION OF GEORGIA JOURNAL

2019 ADVERTISING RATES

Reach thousands of physicians across specialties in Georgia



About MAG

With nearly 8,000 members, MAG is the leading voice for the medical profession in Georgia – which includes physicians in every specialty and every practice setting. MAG membership has increased by more than 35 percent since 2010. Go to www.mag.org for additional information.

Advertising with MAG

The *Journal of the Medical Association of Georgia* is a quarterly, four-color magazine that's focused on the medical profession in Georgia.

Georgia physicians want state-specific news about practice management, legal issues, public health, and legislation. The *Journal* covers these topics in depth – and it reaches thousands of physicians across specialties in Georgia.

Format

8 1/4" W x 10 7/8" H, four-color process throughout

Advertising Rates (per issue)

	1-2 Issues	3-4 Issues
Premium Positions - Four-Color Only		
Back Cover	\$2,750	\$2,615
Inside Front Cover	\$2,250	\$2,135
Inside Back Cover	\$2,250	\$2,135
Page One	\$2,250	\$2,135
Four-Color		
Full Page	\$1,825	\$1,705
1/2 Page	\$1,250	\$1,190
1/4 Page	\$850	\$800
Black & White		
Full Page	\$1,450	\$1,375
1/2 Page	\$900	\$855
1/4 Page	\$550	\$520

Supplier Services

Basic Listing	\$100
Enhanced Listing (includes 25-word description)	\$150

Advertorials (subject to MAG approval)

One-page article (750 words) plus full-page color ad	\$2,500/issue
Two-page article (1,500 words) plus full-page color ad	\$3,500/issue



Medical Association of Georgia

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 678.303.3732 fax
www.mag.org



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 For information regarding advertising, please call: 404.255.5603 • 800.875.0778 • Fax: 404.255.0212

MEDICAL ASSOCIATION OF GEORGIA JOURNAL

2019 ADVERTISING SPECS

PAGE SIZE	WIDTH	X	HEIGHT
Full Page			
Non-Bleed (Live-Area)	7"		10"
Trim	8 ¹ / ₄ "		10 ⁷ / ₈ "
Bleed	8 ¹ / ₂ "		11 ¹ / ₈ "
Half Page, Horizontal	7"		4 ³ / ₄ "
Quarter Page	3 ³ / ₈ "		4 ³ / ₄ "

Publication Calendar

Issue	One	Two	Three	Four
Topic	Practice Management	National Health Care	Technology/ Education	HOD (2018)/ State Legislative Preview (2019)
Ad Closing	March 2	June 1	Sept. 3	Dec. 7
Publication Date	March 23	June 22	Sept. 21	Dec. 28

Production Requirements

Rates are based on advertiser providing a digital Quark, Illustrator, Photoshop, InDesign or high-resolution PDF file (300 dpi). Please include all fonts and support files. Ads should be e-mailed to kyoung@pubman.net or mailed to PubMan, Inc. - 180 Interstate North Parkway, Suite 150, Atlanta, Georgia 30339.

Production Services: The following services are available at a reasonable charge: graphic design, typesetting, photography, or image retouching. Ads that require typesetting must be submitted within 10 days of the terms of the advertising agreement or upon the agreement if less than 10 days before closing. Please consult with your account executive for current prices and details.

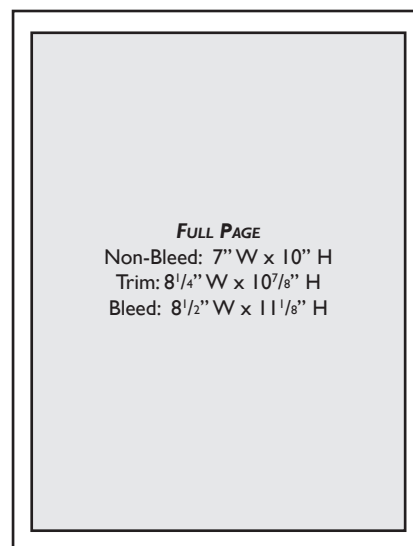
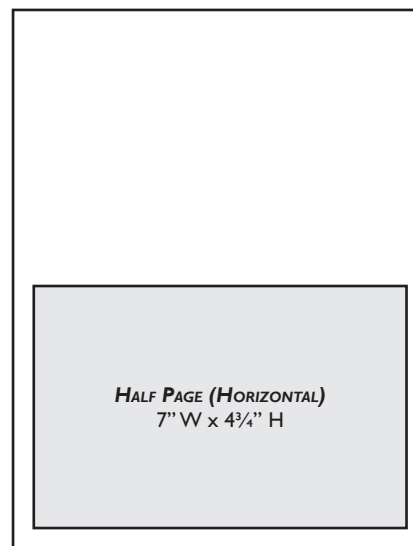
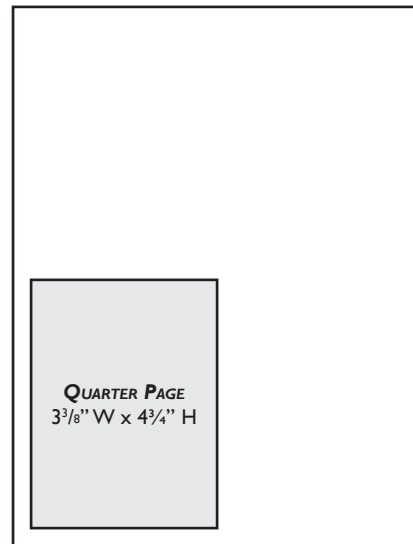
Ad Alterations and Copy Changes: All copy changes must be made in writing or via fax and submitted before deadline. No copy corrections will be accepted verbally. Advertiser and/or agency assumes risk for errors. PubMan, Inc., will make a good faith effort, but it cannot assume liability for errors or copy changes.

Materials: Any material not requested to be returned will be archived and stored as a convenience to advertisers; publisher assumes no liability for the safekeeping of materials.

Compliance with Specifications: Ads that do not meet the proper size specifications will be handled as follows: Ads smaller than specified will be centered in the space. Ads larger than specified may, at the publisher's option, be returned to the advertiser or reduced to fit the proper space; additional production charges may be incurred.

Terms

- ◆ Rates are based on digital file furnished by advertiser. Production services are available for an additional fee.
- ◆ Space is limited and available on a first-come, first-served basis. Placement is at the discretion of the publisher unless the advertiser has contracted for a premium position.
- ◆ 25 percent due with signed contract. Balance due upon delivery. Make checks payable to **PubMan, Inc.**



Contact Brian Botkin for advertising information at
404.255.6617 or bbotkin@pubman.net