

# HAWAII MEDICAL ASSOCIATION

## DIRECTORY OF PHYSICIANS 2010 ADVERTISING RATES/SPECS

**HMA's 2010 Directory of Physicians** will soon be available! The Directory is a comprehensive resource for the medical community and anyone who works with them.

The Directory, an annual publication at over 100 pages, lists the contact information for Hawaii physicians (HMA members and non-members), with special recognition for HMA members. It also contains the following listings:

- Hospitals & other health care facilities
- Pharmaceutical representatives
- Pharmacies
- Active physicians by specialty
- Active physicians by geographical location

If you work closely with physicians or if they are part of your target market, this directory will be an invaluable tool for you.

**Distribution:** 1,000

**Publication Date:** July 2010

**Space Reservations:** May 10, 2010

**Camera Ready Art:** May 17, 2010

Publisher reserves the right to repeat a previous insertion if new art is not received by deadline.

### Rates Per Insertion\* Effective For 2010 Edition

SIZE	B&W	4-Color
Full Page	\$1082	\$2042
3/4 Page	\$963	\$1817
1/2 Page	\$898	\$1695
1/4 Page	\$616	N/A
1/8 Page	\$433	N/A

### Covers (including 4-color):

Back Cover	\$2654
Inside Front Cover	\$2452
Inside Back Cover	\$2349

\* Plus state of Hawaii General Excise Tax

\*\* Cover rates include 4-color, bleed and premium position charges.

### ADVERTISER'S ADDED VALUE

**FREE Advertiser's Listing in the Directory and an Online hyperlink to advertiser's website.**

### Mechanical Requirements

SIZES	WIDTH × DEPTH
Trim	8.125" × 10.875"
Full-Page Bleed	8.375" × 11.125"
Full-Page	7" × 10"
3/4 Page	7.25" × 7.25"
1/2 Page (H)	7.25" × 4.75"
1/2 Page (V)	3.5" × 10"
1/4 Page	3.5" × 4.875"
1/8 Page (H)	4.625" × 2.5"

### FOR INQUIRIES AND SPACE RESERVATION CONTACT:

Advertising Sales

Phone: 808-848-0711 Fax: 808-841-3053

Email: [faith@tradepublishing.com](mailto:faith@tradepublishing.com)

For submission of material email: [blanche@tradepublishing.com](mailto:blanche@tradepublishing.com)

## Production Specifications

The **HMA Directory of Physicians** is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments or uploads to our FTP site. Files must be Macintosh compatible.

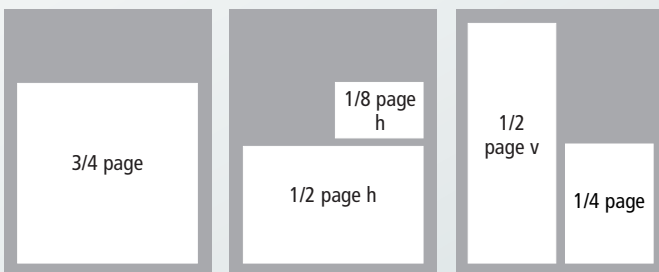
**WE DO NOT ACCEPT NEGATIVES OR MICROSOFT PUBLISHER FILES.**

The preferred file type is a 300-dpi PDF\_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types, (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 114**, or e-mail [art@tradepublishing.com](mailto:art@tradepublishing.com).

## Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.



**Printing:** Photo offset.

**Binding:** Spiral Binding

## Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company and Hawaii Medical Association from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in the **HMA Directory of Physicians**.

## Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

## Distribution

Distribution is approximately 1000 and includes a complimentary copy for HMA Members and purchased copies by medical/health care organizations and the public. New issues are distributed in the second quarter of each year.

