

## **Dear Executive Committee:**

I would like the MRS Executive Committee to consider developing an advertising/classified program through our MRS Newsletter, "The Report".

The Newsletter Committee and Executive Committee would develop and maintain criteria and standards for placing ads in the classified/advertising section of the newsletter. There would be submission requirements and an Agreement or Contract for advertisers.

- The classified/advertising section of the newsletter would allow current MRS members (dues paying members) to place ads without any cost.
- Radiologists, who are not a member of MRS, can place an ad however, they would be required to join MRS/ACR which would entitle them to advertising.
- Non-radiologists/businesses would have the ability to advertise for a fee and are subject to approval by the Executive Committee and Newsletter Committee.
- MRS could offer ¼ Page, ½ Page or perhaps a full-page ad, etc. for our printed newsletter. Florida Radiological Society charges: "Full page \$1500, ½ Page \$750 and ¼ Page \$500, per issue. "(We may want to consider half these rates given the fact we are new and have a smaller society.) Attached, is the Florida Radiological Society's Rate Sheet reflecting the above pricing.
- For the MRS Web Page, pricing would be per month, and the advertiser's ad would link to the advertiser's website. Depending on the ad, the pricing may be a fraction of the Florida rates of "\$225 per month to \$325 per month depending on what type of ad the advertiser chooses, i.e., button, banner, etc." The Newsletter and Executive Committee will decide the appropriate fees for the ads and develop an advertising rate card that would be published.
- The type of ads placed will be decided by the Newsletter and Executive Committee. Suggested ads that should be considered and welcomed are as follows: sale of services, sale of practice, legal services, insurance companies, real estate, healthcare, or radiology vendors, etc. Other types of ads may be considered.

- Exhibitors that exhibit at our annual meeting would receive a \$500 credit towards advertising. They could use it toward a ¼ Page ad or pay the difference to upgrade to a larger ad. They also would have the option to use their credit towards the bimonthly electronic newsletter or the MRS Website.
- Vetting of booth advertisers would go through the planning committee of MRS events which will have on site vendor booths.
- Benefits:
  - A good way for new members and existing members to find resources, Law Firms, Accountants, etc.
  - Provides a new revenue source for MRS.

Thanks for your consideration.

Mark Weiss M.D.

The **Focus** and **E-Brief** are published by the Florida Radiological Society (FRS) and Florida Radiology Business Management Association (FRBMA). The primary purpose of the **Focus** and **E-Brief** is to keep FRS & FRBMA members informed of important issues and upcoming conferences. Also included are articles by contributing physicians, fellows and residents.



Become an exhibitor at the FRS And FRBMA's annual meeting and receive a \$500.00 advertising credit! This is good towards any advertising in an upcoming issue of Focus, monthly Ebrief or on the website. (See insertion rates, ad sizes and specifications below).

## ADVERTISING RATES

### Print Rates

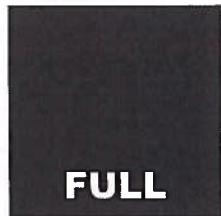
### Online/E-Brief Advertising

All pricing is per issue. Discounts offered for multiple insertions. For premium positions, add 20% to listed price. All ads are 4 color.

Pricing is per month. Online ads are on FRS home page, button 1 style and link to advertiser's web site. E-Brief ads are in the monthly newsletter, button 1 style or banner and link to advertiser's web site.

Full Page .....	\$1,500
1/2 Page .....	\$750
1/4 Page .....	\$500

	Web site	E-Brief Button 1	E-Brief Banner
One Month .....	\$225/mth	\$225/mth	\$325/mth
Three Months .....	\$200/mth	\$200/mth	\$300/mth
Six Months .....	\$175/mth	\$175/mth	\$275/mth
One Year .....	\$150/mth	\$150/mth	\$250/mth



**FULL**

8.5" x 11"



**1/2 PAGE**

8" x 5"



**1/4 PAGE**

4" x 5"

Publication Trim Size: 8.5 x 11 • Full Page Bleed Size: 8.75 x 11.25

#### E-Brief Deadlines

1st of the month for that month's issue

Button 1 Size: 120 x 90 pixels  
Banner: 600 x 120 pixels

#### Web Data Format

.gif or .jpg format, 72 ppi, RGB

**Call for Multiple  
Media Advertising  
Discounts!**

## SUBMISSION REQUIREMENTS

### DATA FORMATS ACCEPTED

Acrobat 8.0 • InDesign CS3  
Photoshop CS3 • Illustrator CS3

PDFs: Embed ALL fonts.

InDesign: Include ALL fonts & images. (Mac Only)

Photoshop: Rasterize ALL text layers.

Illustrator: Outline ALL fonts.

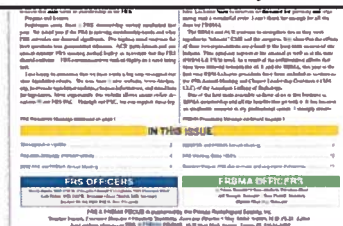
All artwork must be in CMYK.  
Image resolution must be 300 ppi.

Acceptable Media: CD-ROM, Zip Disk and Email. If supplying artwork digitally, please fax a hard copy of ad. Proofs are supplied prior to printing. Written approval is required.



### DEADLINE ISSUE

August 6 ..... \*Publishes October ..... Fall  
\*Publication dates are subject to change.



### CONTACT INFORMATION

Please Call (813) 806-1070  
for Space Reservations,  
Advertising Sales and Production.

Or Fax Us At (813) 806-1071

Email Art to: [lroger@flrad.org](mailto:lroger@flrad.org)

Mail Art to: **FRS & FRBMA Focus**

Attention: Art Department  
5620 West Sligh Avenue  
Tampa, FL 33634

Payment Options: Checks (payable to FRS),  
MasterCard, VISA, Discover, AMEX

The FRS & FRBMA Focus and E-Brief reserve the right to reject or cancel an advertisement for any reason. We are not responsible for errors on supplied artwork. Cancellations must be in writing and received two weeks prior to publication date.

**Focus**  
**The Official Newsletter of the FRS FRBMA**

**ADVERTISING SPACE RESERVATION FORM & CONTRACT**

Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Alt. Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**ADVERTISEMENT SELECTION**

**PRINT:**     Full Page Inside front cover     1/2 Page     1/4 Page  
**ONLINE:**     One Month     Three Months     Six Months     One Year  
**E-BRIEF:**  
**BUTTON**     One Month     Three Months     Six Months     One Year  
**BANNER**     One Month     Three Months     Six Months     One Year

*Trim Size: 8.5x11" • Bleed Requirement: .125"*

All print pricing is per issue. For premium positions, add 20% to listed price. All ads are 4 color process.

All online pricing is per mth. Ads are on FRS home page, button style and link to advertiser's website.

Ad size: 120ppi x 90ppi

Typeset and design is available for your advertisement for a flat fee of \$95. Changes to previously placed ads \$35.

**Multiple Media Advertising Discounts and Discounts for Multiple Insertions Available. Please call (813) 806-1070 for more information.**

**SUBMISSION REQUIREMENTS**

Formats Accepted: Acrobat, InDesign(Mac only), Illustrator, Photoshop

PDFs: Embed ALL fonts

InDesign: Include ALL fonts & images

Photoshop: Rasterize ALL text layers

Illustrator: Outline ALL fonts

**•All artwork MUST BE in CMYK. Image resolution must be 300 ppi**

**ACCEPTABLE MEDIA:** CD-ROM, Zip Disk and Email. If supplying artwork digitally, please fax a hard copy of ad. If supplying artwork via CD-ROM or Zip Disk, please provide a hard copy of ad. Digital or fax proofs are supplied prior to printing and **written approval is required.**

**Email Art to:** [iroger@flrad.com](mailto:iroger@flrad.com) (up to 10MB)

**Mail Art to:** FRS • 5620 West Sligh Ave. • Tampa, FL • 33634

**PRINT AD DEADLINES**

August 6th FOCUS  
 1st of each month for EBRIEF

**PAYMENT INFORMATION:**

Rate/insertion: \_\_\_\_\_  
Position Charge\*: \_\_\_\_\_  
Design Charge\*: \_\_\_\_\_  
Discount\*: \_\_\_\_\_  
**TOTAL DUE:** \_\_\_\_\_

\*If applicable.

**Check** (Payable to FRS)  
 **Credit Card:**  
 MC     VISA     AMEX     DIS  
 **Bill Me** *1/2 Payment due upon signing of contract.*

**CARD INFORMATION**

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_  
Card Code: \_\_\_\_\_ \*MC, Visa and DIS. The last 3 digits printed in signature space on card back. AMEX. 4 digits above account number on card front.  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Signature: \_\_\_\_\_

(Your signature is your authorization to charge credit card)

**TERMS AND CONDITIONS**

1. The FRS reserves the right to reject or cancel an advertisement for any reason.
2. The FRS is not responsible for errors on supplied and/or approved artwork.
3. Ad space cancellations are required in writing and must be received two weeks prior to publication date and are subject to 50% of the total advertising cost.
4. In order to process your ad, all payments must be received along with this advertising order form, unless prior credit arrangements have been established.
5. By signing this contract you agree and understand to indemnify us and withdraw any and all claims of liability, slander of false or misleading information that is contained in your ad.

**Please fax this signed form to: Attn: Lorraine Roger, Fax number: 813.806.1071.  
Space will not be reserved until this signed form is received.**

Signature: \_\_\_\_\_