



There is no greater value for your advertising budget than the Michigan College of Emergency Physicians' News & Views. With circulation of over 2,000, News & Views serves as the sole information source of issues critical to emergency physicians and emergency department directors throughout the state - important issues involving legislation, reimbursement, medical progress, educational and employment matters. Regular publicity in MCEP's News & Views will maintain the familiarity of your trusted services with Michigan's dedicated emergency physicians.

### Display Advertising (per issue rate)

SIZE	<u>1 X</u>	<u>3X</u>	<u>6 X</u>
Full Page	\$850	\$725 (\$2,175)	\$650 (\$3,900)
Half Page	\$500	\$450 (\$1,350)	\$400 (\$2,400)
Quarter Page	\$425	\$375 (\$1,125)	\$350 (\$2,100)
One-Eight Page	\$350	\$325 (\$975)	\$300 (\$1,800)

*Note: News & Views is a 4-color publication; all advertisements can be printed as such if indicated.*

### Ad Sizes

Full Page = 8.5" X 11"  
 Half Page = 7.75" x 4.75 "  
 Quarter Page = 3.75" x 4.75"  
 One-Eight Page = 3.75" x 2.2"

### Additional Information

- Line Screen = 133
- Bleed = 8 5/8 x 11 1/8"
- PMS Color = 321

### Positions Available Advertising

Want ads, and/or placement ad rates for News & Views are:

50 words or less \$100/issue  
 51-100 words \$125/issue  
 101-125 words \$150/issue

(additional words beyond 125 are \$1 each)

### Advertising Guidelines

1. All ads must be in a camera-ready format. High-resolution PDF files are preferred; JPEG, TIFF, MS WORD, or MS PUBLISHER files are also accepted.
2. The appearance of advertising in News & Views is neither a guarantee nor an endorsement of the product or the claims made.
3. All non placement ads must be FDA approved prior to our acceptance.
4. Positioning of ads is at the publisher's discretion, unless previously agreed to.
5. Advertisers assume liability for all ad content and for any claims arising against the publisher. The publisher reserves the right to reject any ad copy.
6. Advertisements can be sent electronically in an acceptable file format to [alliep@mcep.org](mailto:alliep@mcep.org).

### Publication Schedule

News & Views is published 6 times per year every other month. The deadline for each issue is the 20<sup>th</sup> of the first month.



6647 West St. Joseph Highway  
 Lansing, MI 48917  
 Phone: 517/327-5700 FAX: 517/327-7530  
[mcep@mcep.org](mailto:mcep@mcep.org), [www.mcep.org](http://www.mcep.org)



COMPANY NAME		CONTACT PERSON
TELEPHONE	E-MAIL	TITLE
MAILING ADDRESS		
CITY	STATE	ZIP
BILLING ADDRESS		
CITY	STATE	ZIP

AD SIZE (Please Check One)      ☐ FULL page      ☐ 1/2 page      ☐ 1/4 page      ☐ 1/8 page

PLEASE ATTACH CAMERA READY COPY

# OF ISSUES \_\_\_\_\_ ISSUE DATE(S):    ☐ Jan/Feb    ☐ March/April    ☐ May/June    ☐ July/August  
Check all that apply

TOTAL COST \_\_\_\_\_ (SEE RATE SHEET)      ☐ Sept/Oct    ☐ Nov/Dec

☐ Check Enclosed      ☐ MasterCard    ☐ VISA    ☐ Amex

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

\_\_\_\_\_  
 (AUTHORIZED SIGNATURE)

\_\_\_\_\_  
 (DATE)

**\*ALL ADVERTISEMENTS MUST BE PREPAID\***