

# South Dakota medicine

The Journal of the South Dakota State Medical Association  
Advertising Rates & Technical Specifications

*South Dakota Medicine* is a monthly journal for physicians. With 2,000 subscribers, *South Dakota Medicine* reaches licensed physicians practicing in the state.

South Dakota physicians want South Dakota-specific news about medical economics, law, public health, and legislation in a lively, readable format. That's what *South Dakota Medicine* delivers. In addition to thought-provoking feature articles on timely topics, each issue also contains a section of peer-reviewed clinical articles of particular interest to South Dakota physicians.

*South Dakota Medicine* is published by the South Dakota State Medical Association.

## AD RATES

### Advertising Rates Per Page

Ad Size	1x	3x	6x	12x
Full pg - 4 color	\$385	\$375	\$360	\$350
1/2 pg - 4 color	\$300	\$290	\$275	\$265
1/4 pg - 4 color	\$240	\$230	\$215	\$205
1/8 pg - 4 color	\$215	\$205	\$190	\$180

All ads are 4-color

### Cover Placement

Add \$235 to the above 12x full-page rate for cover placement

*Cover placement requires a 12-month commitment.*

### Classified Ad Rates

#### 1/4 Page

\$175/month

Classified advertising is quarter-page in size and is included in the back section of *South Dakota Medicine*.

## AD DIMENSIONS



Ad Size	Non-Bleed	Bleed
Full	7 3/8 x 10	8 1/2 x 11 1/8
1/2 Horizontal	7 1/4 x 4 3/4	
1/2 Vertical	3 1/2 x 9 3/4	
1/4 Horizontal	7 1/4 x 2 1/2	
1/4 Vertical	3 1/2 x 4 3/4	
1/8 Horizontal	3 1/2 x 2 3/8	
Trim Size	8 1/4 x 10 7/8	

## ADVERTISING TERMS AND CONDITIONS

The South Dakota State Medical Association (SDSMA) accepts advertisements for print in its journal, *South Dakota Medicine*. Advertisers who wish to place ads must ensure their ads meet the SDSMA's advertising principles.

As a matter of policy, the SDSMA will sell advertising space in *South Dakota Medicine* when the inclusion of advertising does not interfere with the mission or objectives of the SDSMA or its publication. To maintain integrity of the journal, advertising cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content.

Accepted advertisements include organizations, products, services or companies of interest to physicians and the medical community. The SDSMA reserves the right to deny placement of advertisements if, at SDSMA's sole discretion, it determines that the advertisement is not in the best interest of the SDSMA or members of the medical community. The SDSMA will deny advertisements that suggest or imply affiliation with, or sponsorship or endorsement of, a particular organization, product, or service by the SDSMA; promote the use of tobacco products or alcoholic beverages; or are deemed distasteful, or advertisers who are not in good financial standing with the SDSMA.

### DISPLAY ADVERTISING

Display ads are full, half, quarter and eighth-page in size and 4-color. The cost of display ads vary according to size and frequency. See the ad rates table for pricing information.

**Earned rates:** Rates are based on frequency within a 12-month period. See previous page for rates.

**Covers and preferred placement:** Availability furnished upon request.

**Insert furnished by advertiser:** Costs furnished upon request.

Copy for an ad in the journal must be received no later than the 1st day of the month prior to the month of publication. Following publication, advertisers will receive a tear sheet and an invoice.

### CLASSIFIED ADVERTISING

Classified ads are quarter-page vertical (3-1/8 inches x 4-7/16 inches) and boxed. There is no word limit. The cost is \$175 each time the ad is published.

The ad can be submitted printer-ready or copy can be typed in Microsoft Word. Please state the number of times the ad should run, the month(s) it should run and billing address. A company logo can also be sent to be included with the ad.

The copy should be received by the 1st of the month prior to the month of publication. Following publication, advertisers will receive a tear sheet and an invoice. Payment is due within 30 days of the invoice.

### GRAPHIC SERVICES

*South Dakota Medicine* will provide limited typesetting and graphics assistance for an hourly charge based on quarter-hour increments.

### MECHANICAL SPECIFICATIONS

**Dimensions:** See previous page for specs.  
**File type:** Please submit your ad as a PDF file.

**Bleed:** Build a 1/8-inch bleed into files.

### DEADLINES, CLOSING DATES AND CANCELLATIONS

Space reservation (signed contract): Insertion orders/advertising contracts are due on the 1st day of the month prior to the month of publication.

**Artwork deadline:** Ads must be received by the 1st day of the month prior to the month of publication. For example, an ad running in March must be received by February 1. When the deadline falls on a non-business day, ads are due the preceding business day. *South Dakota Medicine* is not responsible for reproduction quality of materials received after the deadline.

**Cancellations:** No cancellations will be accepted after the 1st of the month preceding publication.

**Contact person:** Send ads to Elizabeth Reiss, *South Dakota Medicine* staff editor, at [ereiss@sdsma.org](mailto:ereiss@sdsma.org).

### PAYMENT

Advertisers are invoiced monthly and required to send payment within 30 days of the invoice. Advertising agencies representing advertisers are responsible for make financial arrangements and complete payment by the date indicated on the invoice. Advertisers who are not in good standing may be denied future advertising.

**For more information, contact:**

**South Dakota Medicine**  
Elizabeth Reiss  
[ereiss@sdsma.org](mailto:ereiss@sdsma.org)  
605.336.1965  
2600 W 49th St Ste 100  
Sioux Falls, SD 57105

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Please return to: Elizabeth Reiss, Staff Editor, South Dakota Medicine, Phone: 605.336.1965, Fax: 605.274.3274, ereiss@sdsma.org

2023 Advertising Agreement

Advertising company, Contact name, Billing address, City, State, ZIP, Phone, Email

Ad Specifications

Ad type (please circle one): Display Classified, Ad size (please circle one): Full page 1/2 page 1/4 page 1/8 page, Ad rate \$, Insertion month(s), Contract terms (number of issues the ad will run), Comments

Ad Agency Information (if different from above)

Advertising agency, Contact name, Address, City, State, ZIP, Phone, Email

I have reviewed and agree to the terms outlined in the South Dakota Medicine advertising terms and conditions.

Authorized signature, Title, Date