Connecticut Medicine is a monthly peer-reviewed journal reaching physicians across New England.

CSMS Action News is a quarterly newsletter mailed directly to all CSMS members.

The CSMS E-News is a weekly roundup of news, health policy and practice resources.

The new CSMS website brings Connecticut physicians the latest updates in advocacy, education, membership and more.
**JOURNAL ADVERTISING RATES**

### Black and White Ad Rates (prices per issue)

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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<tbody>
<tr>
<td>1 Time Rate</td>
<td>$800</td>
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<td>3 Time Rate</td>
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<td>5 Time Rate (1/2 year)</td>
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<td>10 Time Rate (1 year)</td>
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<td>20 Time Rate (2 years)</td>
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### Color Ad Rates - 4Color (prices per issue)

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<th>Full Page Premium (inside covers when available)</th>
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<tr>
<td>1 Time Rate</td>
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<tr>
<td>3+ Time Rate</td>
<td>$1200</td>
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All rates include placement in the print edition and the digital edition (with active links) of Connecticut Medicine.

The deadline for reserving ad space is 5 weeks prior to the issue month.

The deadline for ad submission is the first of the month prior to the issue month.

Published 10 times a year. The June/July and November/December issues are combined.

Ads should be submitted as high resolution pdf files to Rhonda Hawes: 203.865.0587, ext.122, rhawes@csms.org

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**JOURNAL ADVERTISING SPECS**

- **Full Page (Bleed Size)**
  - 8” x 11”
- **Full Page (Non-Bleed Size)**
  - 6-1/2” x 9”
- **Half Page**
  - Horizontal Ad Size
    - 6-1/2” x 4-3/8”
- **Quarter Page**
  - Ad Size
    - 3-1/8” x 4-3/8”
- **Half Page Vertical Ad Size**
  - 3-1/8” x 9”
**CSMS Action News**

**Frequency:** 4 times per year  
**Circulation:** Approximately 6,000

**Ad Sizes & Rates:**  
- ½ Page: 3-1/2” by 4-3/4”  
  $300 per insertion  
- ½ Page Horizontal: 8-1/2” by 5-1/2”  
  $500 per insertion  
- ½ Page Vertical: 4-1/4” by 11”  
  $500 per insertion

10% discount for 4 insertions (one year)

**Format:** High resolution pdf file with embedded fonts, or other high resolution format.

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**ACTION ADVERTISING SPECS**

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<td>8-1/2” x 5-1/2”</td>
<td>4-1/4” x 11”</td>
<td>3-1/2” x 4-3/4”</td>
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**Member Spotlight: Robert McLean, MD**

From the implementation of the Affordable Care Act, to the development of the Connecticut Health Insurance Exchange, Dr. McLean’s purpose-driven career on the evolution of health care policy. Dr. McLean has been a tireless advocate for patient safety and public accountability. He is a leading expert in the development of alternative payment models, and has been instrumental in promoting the importance of patient-centered care. Through his leadership, Dr. McLean has helped to shape the future of healthcare, and is a beacon of hope for those who seek to improve the quality and accessibility of care.

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**Member Spotlight: Michael F. Saffir, MD**

As CSMS President-elect Michael Saffir, MD, prepares to step up at the September House of Delegates meeting, he took some time to talk about what CSMS stands for, what he hopes to see happen this year, and why he believes that the organization is on the right track. In the upcoming months, Dr. Saffir will focus on several key areas, including patient safety, physician burnout, and the importance of cross-specialty collaboration.

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**The Year Ahead**

Lauding and Advocacy in 2014

The 2014 session of the General Assembly was a game changer for the CSMS and its members. With the retirement of former CSMS President-elect, Dr. Saffir, the organization entered a new era of leadership. Under the guidance of Dr. Saffir, the CSMS has continued to advocate for physician issues, and better physician understanding of the WC issues, and better physician understanding of the WC program. The organization continues to evolve, with growing responsiveness to physician concerns and the need to improve physician understanding of the WC program. The year ahead will focus on several key areas, including patient safety, physician burnout, and the importance of cross-specialty collaboration.
CSMS eNews

Weekly eNews Ad Sizes & Rates
250 x 250 panel ad:
$250 a month (4x)
$2500 a year (44x)

- JPG, PNG, and GIF formats
- File size no greater than 150kb
- Link should be provided

CSMS Website Ad Sizes & Rates
728 x 90 banner ad: $500 a month
250 x 250 panel ad: $300 a month
- JPG, PNG, and GIF formats
- File size no greater than 150kb
- Link should be provided

All eNews and website advertising priced on request for package deals and programs. For specific ad placements on the website please call.

For all information, please contact:

Rhonda Hawes
Director of Marketing and Special Projects
(203) 865-0587 x122
rhawes@csms.org