

Advertising Packages

CSMS can tailor an advertising package to fit your needs. Some options are listed below, but we are happy to customize an offering just for you.

1 year (52x) 250 x 250 ads in eNews (12 months for the price of 8)	\$ 1,200
1 year (12x) 250 x 250 ads on website (12 months for the price of 10)	3,000
Total	\$ 4,200

**NOW -
take 20%
off - only
\$3,360**

2 Full page, full color ads in <i>Connecticut Medicine</i>	\$ 2,400
2 Half page ads in <i>Action News</i>	750
250 x 250 Ad in eNews (twice a month each month your ad runs in <i>Connecticut Medicine</i>)	included
Total	\$ 3,150

5 Full page, full color ads in <i>Connecticut Medicine</i> (buy 4, get 5th @ 50% off)	\$ 4,500
4 Quarter page ads in <i>Action News</i> (buy 3, get 4th @ 50% off)	875
250 x 250 Ad in eNews (twice a month each month your ad runs in <i>Connecticut Medicine</i>)	included
Total	\$ 5,375

5 Full page, full color ads in <i>Connecticut Medicine</i>	\$ 4,500
4 Quarter page ads in <i>Action News</i>	875
1 year (52x) 250 x 250 ads in eNews	included
1 year (12x) 250 x 250 ads on website (12 months for the price of 6)	1,800
Total	\$ 7,175

5 Full page, B&W ads in <i>Connecticut Medicine</i> (buy 4, get 5th @ 50% off)	\$3,250
4 Quarter page ads in <i>Action News</i>	875
250 x 250 Ad in eNews (twice a month each month your ad runs in <i>Connecticut Medicine</i>)	included
Total	\$ 4,125

**NOW -
take 15%
off - only
\$3,300**



For information, contact John C. Bermudez, Director of Marketing and Member Outreach
203-865-0587 x122 • jbermudez@csms.org • www.csms.org/publications/

Connecticut State Medical Society • 127 Washington Avenue • East Building, Third Floor • North Haven, CT 06473

REV.02.06.17



INTRODUCE YOURSELF to more than 6,000 Connecticut physicians with a variety of CSMS advertising opportunities





WEBSITE





E-NEWS

e-news
CONNECTICUT MEDICINE
peer-reviewed
newsletters

outreach
information
physicians
quarterly

updates
scientific
ACTION NEWS
monthly

CSMS.ORG
medical journal
LEGISLATIVE E-NEWS
weekly

webemailprint
CSMS E-NEWS

MEDIA KIT

CONNECTICUT MEDICINE



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

Journal Advertising Rates

Full Color Ad Rates (prices per issue)

FREQUENCY	Full Page	Full Page Premium (inside covers when available)
1 Time Rate	\$1250	\$1550
3+ Time Rate	\$1000	\$1200

Black and White Ad Rates (prices per issue)

FREQUENCY	Full Page	Half Page	Quarter Page
1 Time Rate	\$750	\$450	\$250
3 Time Rate	\$740	\$440	\$240
5 Time Rate (1/2 year)	\$725	\$425	\$225
10 Time Rate (1 year)	\$675	\$410	\$210
20 Time Rate (2 years)	\$625	\$385	\$185

Add website and/or e-newsletter ads at a discounted rate – ask for details and an advertising schedule that works for your business.

The Peer-Reviewed, Scientific Journal of the Connecticut State Medical Society, Published Since 1936

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Journal Advertising Specs

- 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.
- Connecticut Medicine is published 10 times a year. The June/July and November/December issues are combined.
- Ads should be submitted as high resolution pdf files to John Bermudez: 203.865.0587, ext.122, jbermudez@csms.org

<p>Full Page (Bleed Size) 8" x 11"</p> <p>Full Page (Non-Bleed Size) 6-1/2" x 9"</p>	<p>Half Page Horizontal Ad Size 6-1/2" x 4-3/8"</p>	<p>Half Page Vertical Ad Size 3-1/8" x 9"</p>
	<p>Quarter Page Ad Size 3-1/8" x 4-3/8"</p>	

CSMS ACTION NEWS

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

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

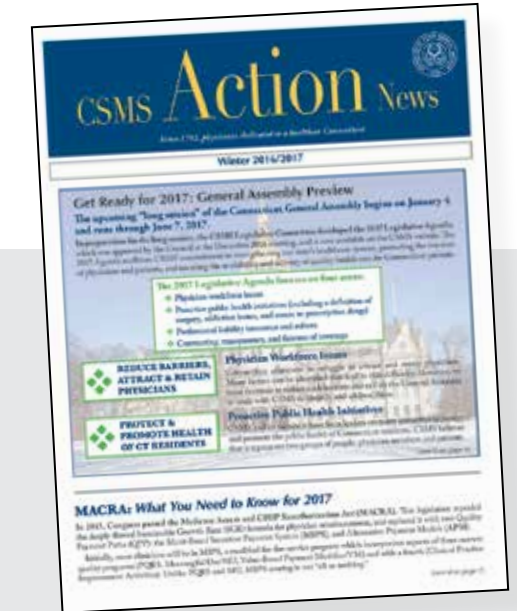
CSMS Action News Ad Sizes & Rates	
Quarter Page	\$250 per insertion
Half Page Horizontal	\$400 per insertion
Half Page Vertical	\$400 per insertion

10% discount for four insertions (one year)

Newsletter Advertising Specs

<p>Quarter Page Ad Size 3-1/2" x 4-3/4"</p>	<p>Half Page Horizontal Ad Size 8-1/2" x 5-1/2"</p>	<p>Half Page Vertical Ad Size 4-1/4" x 11"</p>
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Format: High resolution pdf file with embedded fonts, or other high resolution format.



CSMS E-News

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



Weekly eNews Ad Sizes & Rates

250 x 250 panel ad	\$150 a month (4 x)
	\$1500 a year (52 x)
320 x 100 (3x repeat ad)	\$400 a month (4 x)
	\$3600 a year (52 x)

JPG, PNG, or GIF file, no larger than 150kb, with link provided.

CSMS Website



Website Ad Sizes & Rates

728 x 90 banner ad	\$500 a month
250 x 250 panel ad	\$300 a month

JPG, PNG, or GIF file, no larger than 150kb, with link provided.