



The Bulletin

606 S. Boulevard, Tampa, Florida 33606

Elke Lubin, Managing Editor

813/253-0471~ Fax: 813/253-3737~ E-mail: ELubin@HCMA.net

The Bulletin is the official publication of the Hillsborough County Medical Association, Inc. (HCMA). Published 6 times per year – circulation is approximately 1,450 per issue. The six issues are: January/February, March/April, May/June, July/August, September/October, and November/December. **First time display advertisers are required to submit a check with their advertisement.**

ADVERTISING RATES: BLACK & WHITE

	1x/per insertion	3x/per insertion	6x/per insertion
Full page	\$520	\$492	\$464
2/3 page	\$418	\$391	\$353
1/2 page	\$353	\$335	\$315
1/3 page	\$280	\$258	\$232
1/4 page	\$249	\$227	\$204
1/6 page	\$203	\$195	\$175
Business Card <i>horizontal only</i>	\$110	\$100	\$90
*Full pg INSERT	\$578	\$520	\$462

Covers:	1x/per insertion	3x/per insertion	6x/per insertion
Inside covers	\$631	\$595	\$558
Back cover	\$670	\$631	\$613

(Back cover dimensions = 7 1/2" w x 7 5/8" h)

Preferred location: 10% additional.

Full cover sponsorship: \$1,000 (ask Bulletin representative for more information).

Color ad rates: quoted upon request.

*inserts are provided by customer; rate is for color or B&W

Classified ad rate: \$10 per line with a three-line minimum

Ads and inserts are to be furnished by advertiser. All production charges are extra and non-commissioned. **COPY AND LAYOUT MUST BE SUBMITTED BY THE 25TH OF THE MONTH PRIOR TO THE LEAD PUBLICATION MONTH (EX: APRIL 25TH FOR MAY/JUNE ISSUE).**

Above rates are NET to all advertisers. No cash discounts are given. Agency commissions are not provided for in the above rates.

(Bulletin Rates – January 2018)