



The Bulletin

3001 W. Azeele St., Tampa, Florida 33609

Elke Lubin, Managing Editor

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

PRODUCTION REQUIREMENTS

Page size: 8.5 x 11 inches
Trim size: 7.5 x 9.75 inches
Bleed size: 8.75 x 11.25 inches

Binding: Saddle (wire) stitched
Paper stock: 70# white offset gloss enamel

Electronically Sent Ads: Formats accepted for all advertisements sent electronically are: “tif” and “pdf.” “Pdf” files must include the original file with program, must be B&W (unless contracted for a color ad), and must have the fonts embedded in the file. “Jpg” files are accepted but will need to be reformatted. Advertisements should be emailed to Elke Lubin, Managing Editor, at: **ELubin@hcma.net**.

Production Charges: All layout and typesetting production and service charges are billed in addition to space rate at discretion of publisher. Assistance is available and quoted upon request. **The Bulletin** staff is not responsible for advertising materials left over six months.

CAMERA-READY Deadlines/Cancellations:

- Summer – deadline April 30th, published by mid-June
- Fall – deadline July 30th, published by mid-September
- Winter – deadline October 30th, published by mid-December
- Spring – deadline Jan 30th, published by mid-March

Deadline for noncamera-ready art is one week before camera-ready deadline.

Advertisers may terminate this contract by WRITTEN NOTICE 10 days prior to the advertising deadline. Cancellation of any portion of the contract voids rate and position protection.

Shipping Instructions: Mail all correspondence and materials to: **The Bulletin**, Hillsborough County Medical Association, 3001 W. Azeele St., Tampa, Florida 33609; 813/253-0471, (fax) 813/253-3737, ELubin@hcma.net.

Payment: Make checks payable to: **The Bulletin**. Credit cards are not accepted.

Business Card	1/4 Page
Full Page	
1/2 Page	

Full page: 7.5 x 9.75 inches
Half page: 7.5 x 4.75 inches
Quarter page: 3.5 x 4.75 inches
Business Card: 3.5 x 2 inches
Back cover: 7.5 x 7.75 inches
(width x height)