



The Bulletin

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AD RATES

The Bulletin is the official publication of the Hillsborough County Medical Association, Inc. (HCMA). Published 4 times per year (Summer, Fall, Winter, & Spring) – circulation is approximately 1,450 per issue. **First time display advertisers are required to submit a check with their advertisement.**

ADVERTISING RATES: BLACK & WHITE

	1-3x/per insertion	4x/total annual price
Full page	\$540	\$1,890 (\$270 savings)
Full page INSERT (loose page) Provided by customer, can be 2-sided, color, or B&W (call for quantity needed)	\$620	\$2,170 (\$310 savings)
1/2 page	\$370	\$1,295 (\$185 savings)
1/4 page	\$260	\$910 (\$130 savings)
Business Card <i>horizontal only in Card Shop</i>	\$120	\$420 (\$60 savings)
Inside covers	\$650	\$2,275 (\$325 savings)
Back cover (dimensions = 7.5 x 7.75 inches)	\$680	\$2,380 (\$340 savings)
Classified Ads = \$10/line, 3 line min.		

- Preferred location: 10% additional.
- Full cover sponsorship: \$1,000 (ask *Bulletin* representative for more information).
- Color ad rates: quoted upon request.

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

Advertising Deadlines:

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

(Bulletin Rates – February 2021)