



The Bulletin

606 S. Boulevard, Tampa, Florida 33606

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

Binding: Saddle (wire) stitched

Trim size: 7.5 x 9.75 inches

Paper stock: 70# white offset gloss enamel

Bleed size: 8.75 x 11.25 inches

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

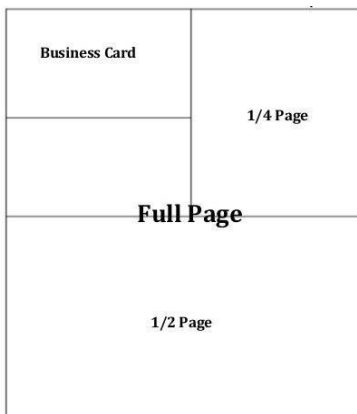
Spring – deadline Jan 30th, published by mid-March

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, 606 S. Boulevard, Tampa, Florida 33606; 813/253-0471, (fax) 813/253-3737, ELubin@hcma.net.

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



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)

(February 2020)