

advancing the art & science of medicine in the midwest



WMJ is a peer-reviewed, indexed, scientific journal published quarterly and online ahead of print each month through a collaboration between the Medical College of Wisconsin and the University of Wisconsin School of Medicine and Public Health.

Advertising Rates

ALL RATES ARE NET

Printed Issues

Issue One March- Deadline March 10

Issue Two June – Deadline May 20

Issue Three September – Deadline August 20

Issue Four November– Deadline October 20

BLACK & WHITE

1X

4X

Full Page	\$2,100	\$1,900
2/3 Page	\$1,600	\$1,400
1/2 Page	\$1,200	\$1,000
1/3 Page	\$1,000	\$900
1/4 Page	\$900	\$800
1/6 Page	\$575	\$525

COLOR RATES: One color: (in addition to black): +\$265

Two colors (in addition to black): +\$395 **Four color:** +\$500

4-COLOR POSITION PAGES

Inside Front Cover	\$3,700	\$3,500	\$3,300
Inside Back Cover	\$3,700	\$3,500	\$3,300
Back Cover	\$3,900	\$3,700	\$3,500

4x ½ page and up Advertisers receive:

- Logo on monthly E-pub email body
- Linked Ad (or logo) on WMJ website

4x 1/6 – 1/3 page advertisers receive:

- Logo on monthly E-pub email body
- Linked logo on WMJ website

Mechanical Requirements

Width x Height

Full Page (no bleed).....	8" x 10.5"
Full Page (with bleed).....	8.75" x 11.25"
(live area for ads that bleed: 8" x 10.5")	
2/3 Page Horizontal	7" x 6.5625"
Vertical	4.625" x 9.875"
1/2 Page Horizontal	7" x 4.875"
Vertical	3.375" x 9.875"
1/3 Page Horizontal	7" x 3.1875"
Vertical	2.1875" x 9.875"
1/4 Page	3.4375" x 4.875"
1/6 Page	2.1875" x 4.875"
Banner Specs.....	465 x 170 px
Sidebar/WMJ Page ad Specs	200 x 300 px

Also available:

- 6x Sidebars \$900.00
- 12x Sidebar \$1,600.00
- 24x Sidebar \$3,000.00
- 48x Sidebar \$5,000.00

SUBMISSION REQUIREMENTS (ELECTRONIC):

Platform: Windows. **Media:** CD or DVD. **File Format:** eps or tif, 300 dpi, PDF (graphics and fonts embedded), InDesign (including supporting files–tif/eps, fonts). **Unsupported Formats:** Due to software limitations, we cannot accept the following: Quark XPress, WordPerfect, Microsoft Word, Microsoft Publisher, harvard graphics, PowerPoint, excel or Corel Draw. **Electronic Ad Submission Checklist:** Verify ad dimensions. Don't use color if ad is black only. Copy of materials to disk (include all placed graphics, scans, logos, fonts). Provide laser print of ad. If ad is color critical, supply color accurate proofs.

INCIDENTAL CHARGES: Mechanical alterations, design, layout and typesetting: at cost. **Inserts:** Accepted at black and white space rates. each insert counts as one insertion toward earned frequency. Furnished inserts must be delivered prepaid to printer.

TERMS: All advertising is subject to the approval of the publisher, the Wisconsin Medical Society. The publisher reserves the right to edit or refuse any advertisement. WMJ is published six times per year. No cancellations accepted less than 30 days preceding day of issue. When new advertisements are not received, the publisher shall have the right to repeat a previous advertisement. In the event of rate changes, the advertiser shall have the right to cancel or renegotiate size commitments within 30 days of notification — otherwise the contract cannot be cancelled. Prepayment may be required.

**For advertising information
and current ad reservation
deadlines please contact the
WMJ sales office:**

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WMJ

Reach 21,000+ Health Care Professionals in Wisconsin and the Midwest

Since 1903, *WMJ* (ISSN 1098-1861) has served as a forum for professional communication and continuing education for physicians and other health professionals—a tradition that continues today thanks to a partnership between the Medical College of Wisconsin and the University of Wisconsin School of Medicine and Public Health. Published quarterly and online ahead of print each month, *WMJ* provides the opportunity for health care and public health professionals throughout the Midwest to publish original research, case reports, review articles, brief reports and essays about current medical and public health issues. It is a peer-reviewed, indexed scientific journal available through subscription and electronically—free, full text online through PubMed and PubMed Central. While *WMJ* has many readers throughout Wisconsin and the Midwest, Web tracking indicates that its articles are accessed from around the country and even the world.

TAKE ADVANTAGE OF THIS EFFECTIVE ADVERTISING OPPORTUNITY!

Contact: Kelly Slack
Slack Attack Communications
5118 Winnequah Road
Madison, WI 53716
Phone: 608.239.7888
E-Mail: kelly@slackattack.com

CIRCULATION AND READERSHIP:

Over 21,000 physicians, clinic managers, hospital administrators and other health care professionals in Wisconsin and the Midwest.

Business firms eager to reach this expanding and affluent market find it advantageous to advertise in *WMJ*.

