

2010 State Medical Directories

Iowa • Minnesota • Nebraska • Wisconsin • North & South Dakota

What's in the directories?

Each directory includes comprehensive listings of :

- Physicians (MDs and DOs)
- Hospitals
- Clinics
- Nursing Homes
- Pharmacies (IA, NE, ND and SD only)

Information includes addresses, telephone numbers, ZIP codes, physician identification numbers and clinic fax numbers.

Who uses the directories?

Clinic Managers • Physicians
 Medical Secretaries • Hospital & Clinic Nurses
 Home Care Agency Managers
 Hospital Administrators
 Medical Transcriptionists • Pharmacists
 Nursing Home Personnel
 Rehabilitation Facilities Professionals
 Dialysis Centers • Discharge Planners
 Funeral Homes • Home Care Nurses
 Public Health Nurses • Home Health Screeners
 Insurance Agencies • Law Offices • Medical Examiners
 Medical Laboratories • Pharmaceutical Salespeople

Upcoming Deadlines

	Placement	Artwork
Wisconsin	May 1, 2010	May 15, 2010
Minnesota	Aug. 1, 2010	Aug. 15, 2010
Iowa	Nov. 1, 2010	Nov. 15, 2010
Nebraska	Jan. 1, 2011	Jan. 15, 2011
Dakotas	Feb. 1, 2011	Feb. 15, 2011

Art Dimensions & Specifications

Ad Dimensions:

Full page	6" x 9"	
Half page	2.95" x 8.75"	Vertical
	6" x 4.25"	Horizontal
Quarter page	2.95" x 4.25"	Vertical
	6" x 2.125"	Horizontal
Eighth page	2.95" x 2.125"	

Bold/Classified listings include:

Company name, address, phone, fax, e-mail and website

File Type:

TIFF or PDF

Color Mode:

Grayscale or Black and White (if Bitmap)

Resolution:

300 dpi if Grayscale

600 dpi if B&W Bitmap

Display Advertising Rates

All Directories

Bold/Classified*	\$95
Eighth Page	\$250
Quarter Page	\$500
Half Page	\$700
Full Page	\$1000

Art charges\$50

Cover & Color advertising Inquire

*a free bold/classified listing is included with purchase of display advertising.

How are they distributed?

- One free copy goes to most clinics across each state.
- Advertisers may distribute copies to their customers.
 The number to be distributed depends upon the size of advertisement placed.
- Sales:
 Cover Price: \$25

Free directories with advertising

Bold/Classified	3
Eighth Page	5
Quarter Page	10
Half Page	35
Full Page.....	50

A 20% discount applies for display advertising in multiple directories.

Rates are not commissionable.

Policies

- Ad publication is dependent upon available space.
- The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and propriety rights resulting from the publication of the advertiser's advertisements.
- Publisher reserves the right to refuse advertising deemed inappropriate.
- Advertisers who have contracted for multiple insertions at discounted rates and who fail to fulfill the terms of the contract shall be liable for payment for those ads printed at full, rather than discounted rates, plus any reasonable costs of collection.
- Errors and omissions:
 - * The publisher will not be responsible for any omissions or errors if correct copy is not supplied by the advertiser by the closing date.
 - * The publisher will not be liable for slight changes or typographical errors which do not lessen the value of an advertisement. In the event of an error for which the publisher is responsible, its liability shall be limited to republishing the advertisement or a suitable adjustment of the billing, not to exceed the cost of the incorrect portion of the ad.

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