



SAN ANTONIO MEDICINE 2019 MEDIA KIT



The Bexar County Medical Society was the first county medical society formed in the state of Texas in 1853. The Society represents 4,800+ physicians in Bexar and contiguous counties. Membership is made up of practicing physicians of all specialties, also including academic physicians, military physicians, physicians in their residency, medical students, and retired physicians. BCMS is a physicians' organization, and therefore is organized and defined by physicians' interests. BCMS has close working relationships with hospitals, the Metropolitan Health Department, practice administrators, emergency response personnel, and vendors of all kinds to the medical community.

MEMBERSHIP DEMOGRAPHICS:

Occupation:

Physicians

Age:

52% between
ages 29 and 49 years old
48% 50+ years old

Gender:

About 70% male
About 30% female

Home Zip Codes:

Highest concentrations
in 78209 and 78230





2019 SAN ANTONIO MEDICINE

Throughout its 161 year existence, Bexar County Medical Society has published a variety of medical magazines. Beginning in 1911 with The Bulletin, Society leaders have made it a priority to educate physician members on current medical trends and events. While the title of BCMS' official publication has changed throughout the years, **San Antonio Medicine** continues the proud tradition that began over 100 years ago.

Published monthly, **San Antonio Medicine** is distributed to 4,800+ physicians and medical professionals throughout Bexar and the surrounding Counties. These physicians and health professionals, in turn, contribute articles to the publication in the spirit of advancing medical knowledge and strengthening the bonds of the local physician community. **San Antonio Medicine** targets a highly educated/affluent consumer that can greatly affect the growth of your business.

DISTRIBUTION

5,000 copies are mailed each month to the active BCMS membership; military, retired, honorary and lifetime members; elected officials and community dignitaries; sponsors and other interested parties.

SAM ADVERTISING DISCOUNTS

Membership must be mentioned prior to advertising commitment.

All current members of the Circle of Friends will receive a 10% discount on any new annual advertising contracts in San Antonio Medicine.



ADVERTISING INFORMATION

COLOR DISPLAY ADVERTISING				
Ad Size	Open Rate	3 months	6 months	12 months
Full Page	\$2,075	\$1,925/month	\$1,790/month	\$1,495/month
2/3 Page	\$1,495	\$1,395/month	\$1,295/month	\$1,195/month
1/2 Page	\$1,140	\$1,065/month	\$985/month	\$880/month
1/3 Page (vertical only)	\$925	\$835/month	\$705/month	\$640/month
1/4 Page	\$640	\$680/month	\$545/month	\$475/month

PREMIUM POSITIONS				
Ad Size	Open Rate	3 months	6 months	12 months
Back Cover	N/A	N/A	N/A	\$1,795/month
Inside Front Cover	N/A	N/A	N/A	\$1,695/month
Inside Back Cover	N/A	N/A	N/A	\$1,595/month
Page 3	N/A	N/A	N/A	\$1,695/month
Center Spread	\$4,495	\$3,395/month	\$3,495/month	\$2,995/month

All Rates Are Net. All Ads are placed ROP, for guaranteed positions add 1 S%. Creative services are available at no additional cost.

SAN ANTONIO MEDICINE DEADLINES

ISSUE	SPACE DEADLINE	ARTWORK	MAIL DATE
February 2019	01/11/19	01/18/2019	02/01/2019
March 2019	02/8/2019	02/15/2019	03/01/2019
April 2019	03/08/2019	03/15/2019	04/01/2019
May 2019	04/12/2019	04/19/2019	05/01/2019
June 2019	05/10/2019	05/17/2019	06/01/2019
July 2019	06/14/2019	06/20/2019	07/01/2019
August 2019	07/12/2019	07/19/2019	08/01/2019
September 2019	08/09/2019	08/16/2019	09/01/2019
October 2019	09/13/2019	09/20/2019	10/01/2019
November 2019	10/11/2019	10/11/2019	11/01/2019
December 2019	11/08/2019	11/15/2019	12/01/2019
January 2020	12/06/2019	12/13/2019	01/01/2020
February 2020	01/10/2020	01/17/2020	02/01/2020



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AD SIZES & SPECIFICATIONS

Ad Formats

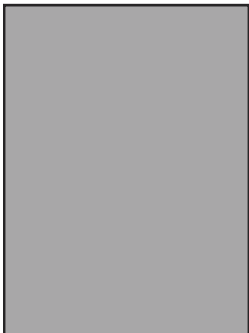
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required of all ads.
- Crop marks must be included.

Ad Creation & Photography

SmithPrint II, Inc. can create your advertisement to our specifications. Custom photography is available. Ask your account representative for details.

Ad Submission

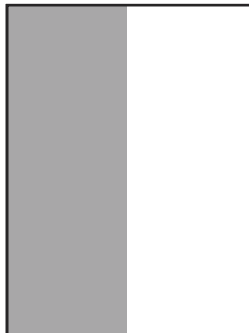
Ads can be sent via FTP, Email, CD, or USB flash drive. Ask your account representative for details.



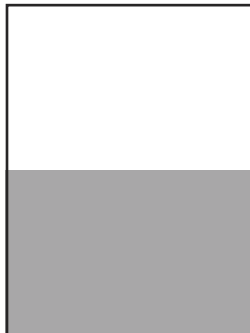
Full Page/full bleed
8.375" x 10.875" trim
7.375" x 9.875" live area
8.875" x 11.375" w/ bleed



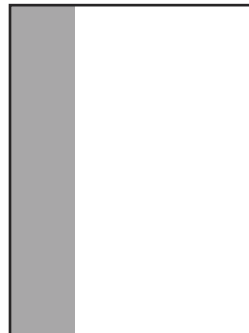
Two-Thirds vertical
4.875" x 9.875"



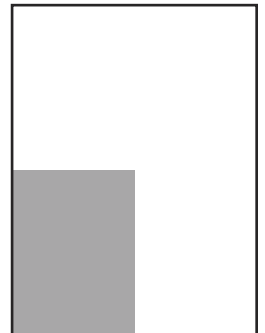
Half Page vertical
3.5" x 9.875"



Half Page horizontal
7.375" x 4.685"



One-Third vertical
2.375" x 9.875"



Quarter Page
3.5" x 4.685"

FOR ADVERTISING INFORMATION CONTACT

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ABOUT THE PUBLISHER

SmithPrint is a family owned and operated San Antonio based printing, marketing and publishing company that has been in business since 1995. SmithPrint recognizes that the marketplace needs a resource offering a single source for printing, design and marketing solutions. SmithPrint's customer-focused strategy has served as its operational blueprint. Every day, SmithPrint employees work together as a team to ensure projects are completed on time, within budget, and to the complete satisfaction of every client.

