



The Escambia County Medical Society in Conjunction with Santa Rosa County [ECMS] is a local professional association of medical doctors and doctors of osteopathy (M.D.s & D.O.s), that addresses political, social and economic issues concerning the level and delivery of healthcare for patients and physicians. Started in 1873, the non-profit ECMS represents approximately 400+ physicians living or working in Escambia and Santa Rosa counties of Northwest Florida. The ECMS supports the Florida Medical Association (FMA) and the American Medical Association (AMA).

The Escambia County Medical Society lists every doctor member. 1000 copies are printed annually and distributed to every member, many local clinics and all hospitals in the area. It is spiral bound and 5 1/2" wide by 8 1/2" tall for accessibility and easy placement on the Member's desk.

*This is the **perfect opportunity** to place your company in front of the decision makers.*

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2021 Membership Directory

Ads should be built to 100% of their actual size at a resolution of 300ppi.

Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer.

Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline.

RATES & AGREEMENT

Full Page	\$695	Back Cover	\$1095
1/2 Page	395	Inside Front/Back	795
1/4 Page	295	Page 3	895

RATES: Rates are Agency Commissionable to authorized agencies where placement originates.

COMPOSITION: Ad composition fee of \$50 minimum.

Please submit your high resolution ad to garrett@ballingerpublishing.com

Ad Deadline – March 1st, 2021
Publication Date – April 1st, 2021

Full Page
4.5" x 7.5"

**Please note that on full page ads there is no bleed.*

The Directory is printed at 5.5" x 8.5"

1/4 Pg
2.2" x 3.675"

1/2 Page
4.5" x 3.675"

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **The Escambia County Medical Society Membership Directory**.

Advertiser (Corporate) Name	Advertiser Email	Billing Email
Billing Address		
Phone #	Advertising Agency & Contact Info	

Ad Size	Horizontal or Vertical	Build/Pick-Up/Camera Ready	Gross Rate Per Insertion
Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

number: _____

expiration date: _____

code: _____ Signature: _____

TERMS: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in MEMBERSHIP DIRECTORY the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days. If print-ready ads or ad materials are not received by the deadline, Ballinger Publishing assumes no liability or responsibility for ad errors and payment for the ad must still be made. Ballinger Publishing will do its best to avoid such errors, but late ads or materials cannot go through a thorough proofing process.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
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