



Covers\*  
Full tab\*  
Full page\*  
**7.5" x 10.5"**

\*Covers, tabs, and full page ads may bleed  
Trim: 8.5 x 11  
Bleed: 1/8": 8.75 x 11.25  
Live area: 8 x 10.5  
If a bleed is intended, indicate with crop marks.

**The KCMS Roster** is the medical society's official annual directory. Members and subscribers use *The Roster* as a referral, networking, information, and purchasing tool throughout the year. It reaches every KCMS member physician, as well as numerous hospitals, clinics, ancillary service providers, medical schools, libraries and other healthcare groups.

## PUBLICATION SPECS

**Trim Size:** 8.5" x 11"      **Circulation:** 8,000  
**Binding:** Perfect Bound      **Published:** January 2010

## AD DEADLINE

**December 7, 2009**

## POSITIONS AVAILABLE

1/2 Horiz.  
Half Tab  
**7.5 x 4.75**

	<b>Color</b> 4-color or b/w	<b>2-years</b> payable each year	<b>1-year</b>
<b>Back Cover</b>	4c	\$ 6,195	\$ 6,325
<b>Inside Front Cvr</b>	4c	\$ 5,645	\$ 5,785
<b>Inside Back Cvr</b>	4c	\$ 5,395	\$ 5,495
<b>Premium Pages</b>	4c	\$ 5,095	\$ 5,245
<b>Full Tab</b>	4c	\$ 4,775	\$ 4,945
<b>Half Tab</b>	4c	\$ 3,165	\$ 3,340
<b>Full page</b>	4c	\$ 4,065	\$ 4,195
<b>Full page</b>	b/w	\$ 1,375	\$ 1,445
<b>2/3 page</b>	b/w	\$ 1,175	\$ 1,240
<b>1/2 page</b>	4c	\$ 2,895	\$ 3,065
<b>1/2 page</b>	b/w	\$ 1,025	\$ 1,075
<b>1/3 page</b>	b/w	\$ 975	\$ 1,035
<b>1/6 page</b>	b/w	\$ 785	\$ 820
<b>Text listing</b>		\$ 225	\$ 265

2/3 Vert.      1/3 Vert.  
**4.9375**      **2.375 x**  
**x**      **9.625**  
**9.625**

Guaranteed placements (other than covers or tabs) are subject to a 25% premium.  
With the purchase of a display ad, you will receive 1 complimentary text listing.

## HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: **ads@llm.com**

Or send: **on CD** • ftp upload: **llm.com/upload.html**

- Name files clearly, indicating your company name and publication. For example KCMS\_10\_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site. Email ads@llm.com for details.
- Email us for more detailed specifications.

Need us to help create an ad for you? Need help making a PDF file?  
LLM can help! Contact your sales rep or email ads@llm.com.

**Questions? Contact your sales rep or email ads@llm.com.**

## TO ADVERTISE

**Please contact:**

**KARL DOREZA**

**800-647-1511, x2241**

**karl@llm.com**

**LLM** Advertising sold by  
**PUBLICATIONS** LLM Publications, Inc.  
Where Publishing Comes To Life

8201 SE 17th Ave., Portland, OR 97202  
Fax: 503-655-0778 • www.llm.com

1/6 Horiz.  
**4.9375 x 2.25**

1/6 Vert.      1/3 sq.  
**2.375**      **4.9375**  
**x 4.75**      **x 4.75**