The Indianapolis Medical Society *Bulletin* is a monthly magazine that reaches more than 1,300 physicians in the Indianapolis-metro area, including Indianapolis and the surrounding donut counties. The magazine is mailed to our physician members’ homes or offices, government officials, media, hospitals, and local stakeholders. We share our magazine online and through email and social media.

Since the Bulletin’s inception in 1931, we have had a loyal and dedicated readership. Members continue to maintain alliance membership to continue receiving the magazine or subscribe to the *Bulletin*. Our magazine is a long-standing tradition rooted within the Indianapolis Medical Society’s history.

Online sponsorship opportunities give our physicians direct access to your services. With 1,500 physician members, our website gives you direct access to a local targeted market with an average of over 550 views a month.

### The Stats

70% of our members who were surveyed said that they read the *Bulletin* EVERY month.

1,300 monthly, physician *Bulletin* readers and growing.

3 years of historical online advertising provided with a Bulletin ad.

### Audience

<table>
<thead>
<tr>
<th>Medical Degree - 99%</th>
<th>Age 55-73 - 36% / Age 39-54 - 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male/Female - 69/22%</td>
<td>Indianapolis - 54%</td>
</tr>
<tr>
<td>Married - 69%</td>
<td>Carmel - 20%</td>
</tr>
</tbody>
</table>

### Website Traffic

<table>
<thead>
<tr>
<th>Monthly Page Views</th>
<th>Monthly Unique Visitors</th>
<th>Top Acquisition Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>588</td>
<td>473</td>
<td>56% Direct</td>
</tr>
</tbody>
</table>

### Social Media

- @indymedicalsociety.org (116)
- @indymedicalsociety (39)
- @indianapolismedicalsociety (77)
- @indymedicalsociety (118)
The Indianapolis Medical Society Bulletin is a monthly magazine designed to communicate practice, policy and public health issues to physician members. Our non-advertorial content ensures our readers up-to-date on current physician-related events and is valued as a current and saved resource. All of our current and previous versions, dating back at least three years, are available on indymedicalsociety.org.

Recently redesigned and our content upgraded, the Bulletin is providing our members with content that is unique to our unique audience. Each issue contains a perspective from the president and in-depth Special Features and thought-provoking editorials on current public health and advocacy topics. Current events important to physicians such as June, 2019’s article from Senator Mike Braun with his solutions on lowering drug prices and October’s articles from Indianapolis’s mayoral candidates’ vision for public health in the city are just two examples.

In 2020, each issue will be relevant to the current events and physician interests. For detailed information on upcoming stories, please contact the editor.
Advertising Rates & Discounts

Display Rates:

<table>
<thead>
<tr>
<th>General Display Rates (per edition)</th>
<th>Special Placement Rates (per edition)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Front Inside Cover</td>
</tr>
<tr>
<td>$900</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>Back Cover</td>
</tr>
<tr>
<td>$650</td>
<td>$1,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>Back Inside Cover</td>
</tr>
<tr>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Special Page Request</td>
</tr>
<tr>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Center Spread</td>
</tr>
<tr>
<td></td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Credit Card Fee: 3% charge will be added for processing credit card transactions.

Discounts:

<table>
<thead>
<tr>
<th>Quantity Discount</th>
<th>IMS Member Discount</th>
<th>Vendor Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Year Full Page 10%</td>
<td>Individual Purchases 10%</td>
<td>Individual Purchases 5%</td>
</tr>
<tr>
<td>Full Year Half Page 5%</td>
<td>Full Year Full Page 15%</td>
<td>Full Year Full Page 13%</td>
</tr>
<tr>
<td>Full Year Half Page 10%</td>
<td>Full Year Half Page 10%</td>
<td>Full Year Half Page 7%</td>
</tr>
</tbody>
</table>

Call for availability of special placements.
Editor reserves the right to amend, cancel or not offer any discount at any time.
Discounts will not be offered to vendors if they are offered other promotional offers.

Deadlines & Cancellations

Contract Deadline: 5th day of the month preceding the month of the publication.
i.e. December 5th for January edition of the Bulletin, and always depending on availability.

Copy Deadline: 15th day of the month preceding the month of the publication
Cancellation: Cancellation will only be accepted with written notice by the first day of the month preceding the publication month. The publisher reserves the right to repeat the last ad on time contracts, if new copy or cancellation notice is not received by deadline date.

Advertising Specs

Ad Dimensions and Formatting:
- **Full Page**: 7.5"w x 9.75"h  
- **Resolution**: 300 dpi
- **Half Page (horizontal)**: 7.5"w x 4.75"h  
- **Formats**: pdf, esp, jpg, tif
- **Half Page (vertical)**: 3.5"w x 9.75"h
- **Quarter Page**: 3.5"w x 4.75"h
- **Full Bleed ads**: 8.625"w x 11.125"h

Files must be embed with all necessary graphics and fonts. Any file conversions, graphic treatments and additional proofs will be charged in addition to the rates quoted previously.

Ad copy must be the size listed above and emailed to the editor, mperrill@indymedicalsociety.org, by the below mentioned deadline.

Placement of ads, except for paid for prime spots, is at the discretion of the editor.

Online versions will be available for up to 3 years. Links provided by advertisers will be embedded into advertisements for online versions when sent with ads by their deadline.

Editor reserves the right to promote the Bulletin on social media platforms managed by the society.

All ads are net; advertising agency placement discounts do not apply.

Requests for special positions (other than prime spots) may incur additional charges.

*Indianapolis Medical Society Approval Policy:* All advertising must be approved by the publisher. IMS reserves the right to refuse any advertisement. Advertiser and his agency will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy. Publication of advertising by the IMS does not imply endorsement or approval. The liability of the publisher for any error, omission, or delay, for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. Invoices are due upon receipt. Invoices that remain unpaid for 30 days shall accrue interest at a rate of 18% per annum. Should the IMS be forced to retain attorneys to collect all or any portion, of our invoices, such fees and court costs that may be reasonable and necessary, as well as any accrued interest charge, will be paid by the advertiser or their agent. The Advertiser and the Agent/Agency will be held responsible for payment.

*Board Certification Policy:* IMS publishes board certifications approved by the American Board of Medical Specialties, American Osteopathic Association, and Royal College of Surgeons. Physician members wishing to designate an area of special interest in which their boards are not ABMS-, AOA-, or RCS-approved may use the following wording: “Specializing in”.
Advertising Contract

Advertiser and/or Agency:

Advertiser Name: ____________________________________________

Contact Person: ______________________________________________

Address: _____________________________________________________

City/State/Zip: _______________________________________________

Telephone: ___________________________ Fax: ____________________

Email: _______________________________________________________

*Proof of publication will be mailed to this contact unless otherwise directed.

Website: _____________________________________________________

Ad Display Type:       Full Page ____  Half Page(h) ____  Half Page(v) ____  Quarter Page ____

Special Placement Request:

Front Inside Cover   ____
Back Outside Cover   n/a
Back Inside Cover    ____
Center Spread        ____
Specific Page        ____

*Attach page requests or IO.

Advertisement to Run:

Jan _______  April _______  July _______  Oct _______
Feb _______  May _______  Aug _______  Nov _______
Mar _______  June _______  Sept _______  Dec _______

Additional Discounts:  IMS Member____   Vendor____   Total Discount______
Billing Instructions:

Please Invoice ________ (initial)  Please Charge ________ (initial)
Terms are net 30 from date of the invoice  3% additional charge will be added

_____ Same information for billing as listed  Cardholders Name ____________________________

_____ above as advertiser information.

Card Number ____________________________

Contact Name ____________________________  Visa ___ MasterCard ___ AMEX ___ Zip ________

Email ____________________________  Exp. Date _____________ CVV Code ______

Signature ____________________________

Name(print): ____________________________ Date: ____________________________

Signature: ____________________________

Please return to Morgan Perrill. Confirmation of discount and final price will be determined by the editor, Morgan Perrill, and the contract will be returned to you.

To be completed by the editor and returned:

Approved Discount: __________ %  Monthly Price: $_______________

Signature: ____________________________ Date: ____________________________
Indianapolis Medical Society sponsorship opportunities allows your organization or company to directly communicate with over 1,500 physicians in the Indianapolis-metro area. It showcases your commitment to physicians and sets your organization apart as an IMS Corporate Partner.

**Opportunities and Benefits**

- Your organization can connect with the IMS membership through email blasts and social media posts when you become a corporate partner.
- Build your brand and promote your products to physicians by including your logo on our website as a corporate partner. We will even include a direct link to your website.

- Sell your product or service to a targeted audience of physicians in Marion and surrounding counties by offering discounts to our members by becoming a preferred vendor.
- Network and display your company’s goods and services with physicians at our annual meeting and social events by becoming an event sponsor.

For specific details on sponsorship opportunities and to apply, contact our Executive Vice President.

**Morgan Perrill**

Executive Vice President  
Indianapolis Medical Society  
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Indianapolis, IN 46204  
(317) 639-3406  
mperrill@indymedicalsociety.org  
www.indymedicalsociety.org