



2012 PICTORIAL ROSTER ADVERTISING CONTRACT

between Medserv, Inc. subsidiary of the Harris County Medical Society,
and

Advertiser Benefits

1. HCMS will distribute over 12,000 copies of the 2012 Pictorial Roster. Each HCMS member will receive a copy, as well as hospitals, clinics, academic institutions and other healthcare-related businesses and individuals.
2. Each advertiser will receive one complimentary copy of the 2012 Pictorial Roster.
3. All advertisers will be listed in the "Advertisers Index" in the 2012 Pictorial Roster and in [Practice Resources](#) for the year concurrent with the 2012 Pictorial Roster distribution.
4. New advertisers will be listed in [Practice Resources](#) on the HCMS website within 72 of submitting contract with deposit, thereby significantly extending company's visibility on the HCMS's website.
5. Current advertisers who submit their contract before December 1, 2011, will have their listing in [Practice Resources](#) on the HCMS website highlighted until January 1. The added visibility will take effect within 72 hours after a contract with a down payment is received.

Company Name: _____

(For billing purposes)

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web Address: _____

Specifications

Please choose your ad size:

	Size	Ad Cost	Deposit	Width	Height	Color
___	Full page	\$1,550	\$400	7 in. X	10 in.	4-color
___	Full page	\$850	\$215	7 in. X	10 in.	B & W
___	One-half	\$550	\$150	7 in. X	4.875 in.	B & W
___	One-fourth	\$450	\$120	3.375 in. X	4.875 in.	B & W

Schedule for Delivery of Advertising Copy:

- Copy submitted before December 31, 2011, will be at the above stated price.
- Copy submitted after December 31, 2011, (except full page ads) will be subject to a late charge of 15%.
- Copy of any size submitted after January 5, 2012, may not be included in the 2012 Pictorial Roster.

Please submit the following to reserve your spot in the 2012 Pictorial Roster:

- This signed Contract, and
- A non refundable deposit (see above). **Remaining balance is due by December 1, 2011.** Contracts submitted after December 1, 2011, must include payment in full, and
- A completed "Advertisers Index Heading Selections" form (see page 3).

Method of payment:

Check in the amount of \$ _____ Friends of the Society Account Credit Card

To pay by credit card:

Amount \$ _____ MasterCard / VISA / American Express / Discover (circle one)

CC# _____ Exp. Date _____

Name on card _____ Corporate YES or NO (circle one)

Billing address _____

Signature _____

For more information contact:

Holly H. Smith

OR

Katie Dillon

713-526-7378 ext. 274

713-526-7378 ext.210

holly@medserv-hcms.com

katie@medserv-hcms.com

Medserv, Inc.

1213 Hermann Dr., Ste. 135

Houston TX 77004-7069

Fax 713-526-2294



2012 PICTORIAL ROSTER - TERMS AND CONDITIONS

- Printing & Distribution:** All black & white ads will be printed at 133 halftone line screens by offset lithography on uncoated paper. Pictorial Roster distribution begins in April 2012. Delivery is within four to six weeks. Rosters may be picked up at 1213 Hermann Drive, Suite 135, Houston, Texas, by prearrangement.
- Complimentary Roster:** Each advertiser will receive one complimentary copy of the 2012 Pictorial Roster.
- Advertiser Listings:** All advertisers will be listed in the "Advertisers Index" in the Roster and in [Practice Resources](#) on the HCMS website (www.hcms.org, select "Medserv/Practice Resources") for the year concurrent with the 2012 Pictorial Roster distribution.
- Purchasing Additional Copies:** All advertisers may purchase unlimited copies of the Roster while supply lasts at the cost of \$59.95 plus tax and shipping.
- Deposit and Late Fees:** To reserve advertising space, advertisers must submit this signed Contract, and the non-refundable deposit. Balance of payment must be received by December 1, 2011. Contracts received after December 1, 2011, must include full payment.
- Refund Policy:** The balance of the contract (price of advertisement less deposit) is non-refundable. However, that amount may be applied to other advertising options such as the HCMS Business Expo.
- Copy Deadline:** Advertising copy in an electronic medium and full payment must be received by December 31, 2011, in order to qualify for the regular price. Copy received after January 6, 2012, may not be included in the 2012 Pictorial Roster.
- Liability:** Medserv, Inc. and HCMS shall not be responsible for errors in any advertisement due to errors in ad copy or artwork furnished or if approved by the advertiser. In the event of error in any advertisement not caused by errors in ad copy of artwork furnished or approved by the advertiser, the liability of Medserv, Inc. and HCMS shall be limited to the return of any advertising charges paid by the advertiser to Medserv, Inc.

Advertisers assume full and complete responsibility and liability for the content of their advertising copy artwork in any form submitted or approved, printed and published pursuant to this agreement. The advertiser shall indemnify and hold Medserv, Inc. and HCMS harmless against any demands, claims, or liability for content.
- Disclaimer:** The inclusion of the advertiser's ad in the HCMS/HAM Pictorial Roster shall not constitute an endorsement of the advertiser or the advertiser's product or service. The HCMS/HAM Pictorial Roster will contain such a disclaimer.

TECHNICAL SPECIFICATIONS

All advertising copy must be submitted in electronic format. **Please include images and convert all fonts to outlines. Graphics should be at 300 dpi.** We do not proof for mistakes, enlarge, reduce, paste-up, sharpen, etc. File names should include the company name and ad size, i.e. ABCNursing_halfpage.eps.

COLOR (RGB) AD SPECS

- Color ads must be submitted in **RGB format**
- Color ads files must be in one of the following formats: **ai** (Adobe Illustrator), **psd** (Adobe Photoshop), or **eps** (Encapsulated PostScript).

BLACK & WHITE AD SPECS

- Black & white ads must be submitted in **grayscale**
- Black & white ads must be in one of the following formats: **ai** (Adobe Illustrator), **psd** (Adobe Photoshop), **tiff** (Tagged Image File Format) or **eps** (Encapsulated PostScript).

PLEASE NOTE: If you have any difficulty meeting these specifications or you need more information, please contact Holly Smith at 713-526-7378, ext. 274 or at holly@medserv-hcms.com.

PROOF REVIEW: A proof of your ad will be mailed to you. Please carefully review the ad proof. Print, sign and date the ad proof with your approval or comments, and return to us by fax as soon as possible. This will enable us to make the final placement of your advertisement.

Agreement: I have read and agree to the Terms and Conditions and Technical Specifications herein. I understand that by signing, I agree to place the selected advertisement in the *Harris County Medical Society/Houston Academy of Medicine Pictorial Roster*. Medserv, Inc. reserves the right to accept or reject any Roster advertisement.

Advertiser _____ Date _____
(Signature)



2012 PICTORIAL ROSTER - ADVERTISERS INDEX HEADING SELECTIONS

As a 2012 Pictorial Roster advertiser you are also listed on [HCMS's Practice Resources page](#). The information you complete below will appear on that site. [Click here to see examples.](#)

1) Company Name: _____
 Point of contact for physicians to call (name will be listed on our Web site): _____
 Web site: _____
 Telephone for point of contact: _____ Fax: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 E-mail address for point of contact: _____

2) Please give us a brief description of your company. Tell physicians how you serve them. ALSO, our physicians have been asking about discounts and special offers. Do you have special promotions or offers for HCMS physicians? (This can be changed throughout the year)

3) Under which headings would you like to be listed (this applies not only to your Practice Resources on-line listing but also to the "Advertiser Index by Category" in the Roster book). Circle/highlight **up to two** categories:

Accounting/Bookkeeping	Food Service/Catering	Pediatric Home Health Care
Ambulance Services	Graphic Design	Pharmaceuticals
Answering Services	Health & Wellness	Pharmacies
Assisted Living	Home Health Care	Physical Therapy
Attorneys/Law Firms	Home Infusion Therapy	Portals
Auto Sales & Leasing	Hospice Services	Practice Appraisals & Brokerage
Banks/Credit Unions	Hospitals	Practice Management Services
Billing Services/Insurance Claims	Independent Physician Association (IPA)	Printing Services
Blood Centers	Insurance (General)	Professional Employer Organization (PEO)
Clinics	Insurance (Professional Liability)	Professional Medical Associations
Collection Services	IT Consulting/Hardware	Prosthetics
Community Resources	Laboratory Services	Real Estate (Commercial)
Construction	Locum Tenens	Real Estate (Residential)
Credit Card Processing	Mailing Services	Records Management/Storage & Retrieval
Custodian of Records	Managed Care	Rehabilitation
Dementia Care	Marketing & Public Relations	Respiratory Services & Equipment
Diagnostic Services & Equipment	Medical Supplies/Equipment	Revenue Cycle Management
Dialysis	Mental Health Services	Sleep Disorder Center
Document Destruction	Military Recruiting	Speech Recognition Software
Drug/Alcohol Treatment	Museums	Telecommunications
Dry Cleaning & Laundry	Neurophysiologic Intra-Operative Monitoring	Telephone Systems
EDI Clearinghouse	Neuropsychological Services	Transcription Services
Education	Nursing Homes	Travel
Electricity Providers	Nutritional Supplementation	Volunteer Opportunities
Electronic Medical Records	Office Supplies	Waste Management & Disposal
Employment Services (Temp/Perm)	Operations Management	Web Page Design
Equipment Leasing	Paging Services	Wound Care
Financial Services/Planning	Pain Management	

New Heading, if none of the existing headings are applicable*: _____
 *Medserv will make the final decision on whether to accept a new heading recommendation. Advertisers will be contacted if a heading recommendation is not accepted.