



2019-2020 PICTORIAL ROSTER ADVERTISING CONTRACT

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

Advertiser Benefits

1. HCMS will distribute over 9,500 copies of the 2019-2020 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 2019-2020 Pictorial Roster.
3. All advertisers will be listed in the "Advertisers Index" in the 2019-2020 Pictorial Roster and in the [HCMS Buyers Guide](#) for the year concurrent with the 2019-2020 Pictorial Roster distribution.
4. **New advertisers** will be listed in the [HCMS Buyers Guide](#) on the HCMS website within 72 hours of submitting contract with deposit, thereby significantly extending company's visibility on the HCMS website.

Company Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

E-mail: _____ **Web Address:** _____

Specifications

Please choose your ad size:

	<u>Size</u>	<u>Ad Cost</u>	<u>Deposit</u>	<u>Width</u>	<u>Height</u>	<u>Color</u>
Pending	Back cover	\$3,600	\$900	7.25 in. X	5.25 in.	4-color CMYK
Pending	Inside back-cover	\$2,600	\$650	7 in. X	10 in.	4-color CMYK
Pending	Inside front-cover	\$2,600	\$640	7 in. X	10 in.	4-color CMYK
Pending	Inside front-fly	\$2,150	\$540	7 in. X	10 in.	B & W
___	Inside back-fly	\$2,150	\$540	7 in. X	10 in.	B & W
___	Full page	\$1,750	\$440	7 in. X	10 in.	4-color CMYK
___	Full page*	\$1,200	\$300	7 in. X	10 in.	B & W
___	Card Insert	\$1,000	\$250	See pg	Specs 2	B & W
___	Full page+	\$950	\$240	7 in. X	10 in.	B & W
___	One-half	\$600	\$150	7 in. X	4.875 in.	B & W

* Located in the first 75 pages

+ Located after page 75

Schedule for Delivery of Advertising Copy:

- Copy submitted before April 1, 2019, will be at the above stated price.
- Copy submitted after April 1, 2019, (except full page ads) will be subject to a late charge of 15%.
- Copy of any size submitted after April 5, 2019, may not be included in the 2019-2020 Pictorial Roster.

Please submit the following to reserve your spot in the 2019-2020 Pictorial Roster:

- This signed Contract, and
- A non-refundable deposit (see above). **Remaining balance is due by March 1, 2019.** Contracts submitted after March 1, 2019, must include payment in full, and
- A completed "Advertisers Index Heading Selections" form (see page 3).

Method of payment:

- Company check payable to Harris County Medical Society in the amount of \$_____
- Friends of the Society Account 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 _____



2019-2020 PICTORIAL ROSTER - TERMS AND CONDITIONS

- 1. 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 June 2019. Delivery is within four to six weeks. Rosters may be picked up at 1515 Hermann Drive, Houston, Texas, by prearrangement.
- 2. Complimentary Roster:** Each advertiser will receive one complimentary copy of the 2019-2020 Pictorial Roster.
- 3. Advertiser Listings:** All advertisers will be listed in the "Advertisers Index" in the Roster and in the [HCMS Buyer's Guide](#) on the HCMS website (www.hcms.org, select "Practice Resources/Buyers Guide") for the year concurrent with the 2019-2020 Pictorial Roster distribution.
- 4. Purchasing Additional Copies:** All advertisers may purchase unlimited copies of the Roster while supply lasts at the cost of \$100.00 plus tax and shipping.
- 5. 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 March 1, 2019. Contracts received after March 1, 2019, must include full payment.
- 6. 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.
- 7. Copy Deadline:** Advertising copy in an electronic medium and full payment must be received by April 1, 2019, to qualify for the regular price. Copy received after April 5, 2019, may not be included in the 2019-2020 Pictorial Roster.
- 8. 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.
- 9. 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 files must be submitted in electronic format and have a **resolution setting of 300dpi**. **Please embed all images and convert text to outlines**. We do not proof for mistakes, enlarge, reduce, edit, sharpen, etc. File names should include the company name and ad size (i.e. ABCNursing_halfpage.eps). **Please email your artwork to rosterads@hcms.org.**

Color Ad Specifications – CMYK	Black & White Ad Specifications – GRAYSCALE
<ul style="list-style-type: none"> • Must be submitted in 4-color CMYK format. • Must be 300 dpi resolution. • Must be in one of the following formats: <ul style="list-style-type: none"> ai (Adobe Illustrator); psd (Adobe Photoshop); eps (Encapsulated PostScript); or pdf (Adobe Acrobat). 	<ul style="list-style-type: none"> • Must be submitted in GRAYSCALE. • Must be 300 dpi resolution. • Must be in one of the following formats: <ul style="list-style-type: none"> .ai (Adobe Illustrator); .psd (Adobe Photoshop); .tiff (Tagged Image File Format); .eps (Encapsulated PostScript); or .pdf (Adobe Acrobat).

Specifications for Card Inserts: **Grayscale (see above), double sided.** Overall ad size is 8.625" wide x 3.875" high (with .125" bleed); this includes a leave in portion measuring 3.25" x 3.875" and a tear out portion measuring 5.125" x 3.875". Please see attached diagram.

PLEASE NOTE: If you have any difficulty meeting these specifications or you need more information, please contact Maria Sandoval at 713-524-4267, ext. 240 or at rosterads@hcms.org.

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. and HCMS reserve the right to accept or reject any Roster advertisement.

Advertiser _____ Date _____
(Signature)



2019-2020 PICTORIAL ROSTER - ADVERTISERS INDEX HEADING SELECTIONS

As a 2019-2020 Pictorial Roster advertiser, you are also listed in the HCMS online [Buyer's Guide](#). 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 website): _____
 Website Address: _____ Phone for point of contact: _____ Fax: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Email 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? (Offers can be changed through the year). Your description is limited to a maximum of **250 characters**, including spaces.

3) Please indicate which Index Headings you would like to be listed under (this applies not only to your HCMS Online Buyer's Guide listing but also to the "Advertiser Index by Category" in the Roster book). Circle/highlight **up to two** categories:

Accountable Care Organizations	Graphic Design	Pain Management
Accounting	Health & Wellness	Patient Safety
Advertising Services	Health Information Exchange (HIE)	Pediatric Home Health Care
Ambulance Services	Home Health Care	Pharmacies
Answering Services	Hospice Services	Physical Therapy
Assisted Living	Hospitals	Physician Employment/Locum Tenens
Attorneys/Law Firms	Household Staffing Services	Portals
Auto Sales & Leasing	Insurance (General)	Practice Appraisals & Brokerage
Banks/Credit Unions	Insurance (Professional Liability)	Practice Management Services
Billing Services/Insurance Claims	Interpreters	Printing Services
Clinics	IT Consulting/Hardware	Professional Employer Organization
Collection Services	IT Services & Products	Professional Medical Associations
Compliance	Laboratory Services	Real Estate (Commercial)
Construction	Managed Care	Real Estate (Residential)
Credentialing/Contracting	Marketing & Public Relations	Records Management/Storage & Retrieval
Credit Card Processing/Merchant Svc's	Medical Linen Rental Services	Rehabilitation
Custodian of Records	Medical Scribe Services	Respiratory Services & Equipment
Cyber Security	Medical Supplies/Equipment	Revenue Cycle Management
Dementia Care	Mental Health Services	Scrubs & Uniforms
Diagnostic Services & Equipment	Military Recruiting	Sign Language for the Deaf
Dialysis	Mobile Charge Capture	Sleep Disorder Center
Document Destruction	Mortgage Companies	Speech Recognition Software
Document Management Solutions	Moving Services	Telecommunications
Document Scanning and Imaging	Museums	Telephone Systems
Drug/Alcohol Treatment	Nanny Services	Transcription Services
EDI Clearinghouse	Neuropsychological Services	Translation Services
Education	Nursing Homes	Volunteer Opportunities
Electronic Medical Records	Nutritional Supplementation	Waste Management & Disposal
Employment/Staffing Services	Office Supplies & Equipment	Web Page Design
Equipment Leasing	Office Technology	Wound Care
Financial Services/Planning	Paging Services & Equipment	

New Heading, if none of the existing headings are applicable*: _____

*HCMS will make the final decision on whether to accept a new heading recommendation. Advertisers will be contacted if a heading recommendation is not accepted.