

Ad Rate Information for UT-Houston Medicine (2007-2008)

These rates are guaranteed for the 2007-08 publishing year.

About the publication: UT-Houston Medicine is the official publication of The University of Texas Medical School at Houston and is printed twice a year in four-process color. It is distributed to a highly educated, physician-centric audience with a nationwide reach.

Audience: Physicians (alumni of the university and faculty, potential residents) = 70%

- Donors to the school
- Parents of the students
- Elected officials
- Community leaders/decision makers
- Medical Schools
- Potential students

Distribution: 13,000

Rates:

Inside full page:	\$1,400
Half-page:	\$800
Quarter page:	\$600
Inside cover:	\$1,600
Back cover:	\$1,800

Other charges

There are no other fees if your advertisement meets all required specifications and is submitted electronically as a high-resolution TIFF or EPS file and is press-ready. If technical corrections are required, the advertiser will be billed for their cost plus a 10 percent markup. There will be a charge to scan in camera-ready art or film.

The Office of Communications is happy to create ads for clients at a rate of \$75 per hour.

Frequency discounts

A 5 percent frequency discount (per ad) is available for consecutive ads – they must be placed back to back.

No agency commissions are paid. Payment terms are net 30 days.

Deadlines

Issue Date	Space deadline	Copy Deadline
Fall	July 16	August 6
Spring	February 28	March 16

Placement

Ad placement will trend toward the back of the magazine and is available also on the inside and back inside covers as well as the back cover. It is available on a first-come, first-serve basis.

Size information

(Width x Height)

Trim size

8.5" x 11"

(Live matter must be at least 0.25" from the trim; 0.25" beyond the trim must be allowed for bleeds; all sizes below are the live area.)

Back Cover

7.5" x 6.5"

(Contact the editor for details about the back cover layout).

Inside Covers and Inside Pages

Full page

7.5" x 10"

Half page

7.5" x 4.75"

Quarter page

3.64" x 4.75"

Advertising Policy

The magazine of The University of Texas Medical School at Houston, UT-Houston Medicine, accepts paid advertising that supports the editorial mission of the magazine, with some exclusions required by postal regulations and institutional requirements. The magazine accepts advertising from for-profit entities (in addition to university-affiliated non-profits) that are appropriate for the time, place, and manner of the distribution of the magazine to its audience. We reserve the right to refuse advertising from any parties.

Contact information

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Back cover



Full page



Quarter page

Quarter page

Half page