

ABOUT THE JOURNAL . . .

It was in January of 1878 that 80 physicians representing 15 Louisiana parishes gathered in New Orleans and formed an organization that would come to be known as **The Louisiana State Medical Society (LSMS)**. Since its inception, the LSMS has worked for a singular purpose: to advance healthcare in the state of Louisiana. Today, the LSMS boasts a membership of over **6,500 physicians, residents, and medical school students from 42 parish component societies**.

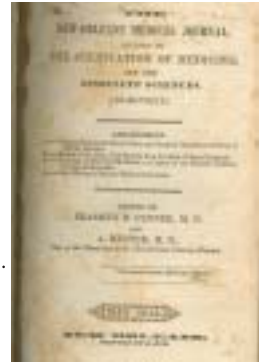
The *New Orleans Medical and Surgical Journal*, "devoted to the cultivation of medicine and the associated sciences," was established in 1844. In 1953, the name was changed to the *Journal of the Louisiana State Medical Society*. No matter what the name, for over 160 years, the publication has been providing valuable scientific and information to physicians. It is one of the oldest periodicals of its kind in the country, featuring scientific information on clinical trials and treatments. The *Journal* is not only devoted to its original cause, but it has adapted to meet the needs of today's physician. The purposes of the *Journal* are to serve as a repository of articles of interest to physicians and to serve as a means of communication among the members of the Louisiana State Medical Society.

The *Journal* is published for the benefit of LSMS members. In addition to new, featured manuscripts, regular columns appear on the following subjects: Cardiology, Radiology, Otolaryngology/ Head and Neck Surgery, Surgery, ECG, Pathology, and Clinical Cases. The featured articles are independent, scientific research articles written by physicians and medical researchers from all over of the state. **Special issues** focusing on topics concerning public health such as Obesity, Tobacco, Cancer, Cardiovascular Disease, Sports Medicine, and Mental Health are often published by the *Journal*.

The *Journal* provides LSMS members with upcoming events and news relating to the healthcare field. Readers rely on the *Journal* for news and scientific research. Over the last 50 years, readers have come to rely on it as a vehicle of communication between physicians and physician services through its advertising content. Those in search of the most efficient and valuable ways to reach the physicians of Louisiana turn to the Louisiana State Medical Society and the *Journal*.

Content Features

- 12 CME Category 1 Credits toward AMA Physician's Recognition Award available
- Feature articles based on scientific medical research
- Rotation of seven department articles. Subjects include:
 - Cardiology
 - Clinical Cases
 - ECG
 - Otolaryngology
 - Pathology
 - Radiology
 - Surgery
- Upcoming events, member news & information
- Healthcare news & information
- Special issues on specific issues relating to public health



Mission Statement

- The *Journal of the Louisiana State Medical Society* is a professional publication devoted to the science of medicine and surgery and to serving as a means of communication among the members of the Louisiana State Medical Society.

ADVERTISING RATES

Display Advertising Rates

	1 Time	3 Times	6 Times
Full Page	\$726	\$660	\$617
1/2 Page Vertical	\$484	\$440	\$411
1/2 Page Horizontal	\$484	\$440	\$411
Quarter Page	\$242	\$220	\$205
1/8 Page	\$120	\$110	\$102

Covers Page Rate + 30%

Color Advertisements

Full Color Ads Page Rate + \$600

* Color ads are subject to placement restrictions.

Classified Advertising Rates

	1 Time	3 Times	6 Times
Small (2" x 3.5")	\$50	\$45	\$40
Large (3.5" x 3.5")	\$60	\$54	\$48
Custom Sizes also Available			
Traditional Lines	\$25 minimum for up to 5 lines \$5 for each additional line		

Terms of Payment

Payment for all advertising is due upon receipt of the invoice. Payment in advance may be required at the management's discretion. A tear sheet of the ad shall accompany the invoice.

Agency Commission

Recognized agencies will receive 15% commission on all display advertisements.

Frequency

The *Journal* is published bimonthly; the issue date is the 15th of the month on the even months. For instance the January/February issue is mailed by February 15th.

Cancellations

Written requests to cancel an ad or contract must be received by the publisher 30 days prior to the scheduled publication.

SUBSCRIPTION INFORMATION

Subscribers primarily consist of over 5000 members of the Louisiana State Medical Society. More than 200 other subscribers include:

- University Medical School Libraries
- Hospitals & Health-Related Institutions
- Businesses Targeting the Healthcare Market
- Louisiana Legislators & Political Coalitions

Subscription Rates

- \$50 for Domestic Subscriptions
- \$55 for International Subscriptions
- \$45 Discounted Subscription Agency Rate

DEADLINES AND CLOSING DATES

Issue	Space Reservation	Artwork
Jan/Feb	January 2	January 16
Mar/April	February 27	March 13
May/June	May 1	May 15
July/Aug	July 3	July 17
Sept/Oct	September 4	September 18
Nov/Dec	October 30	November 13

Advertising Material Requirements

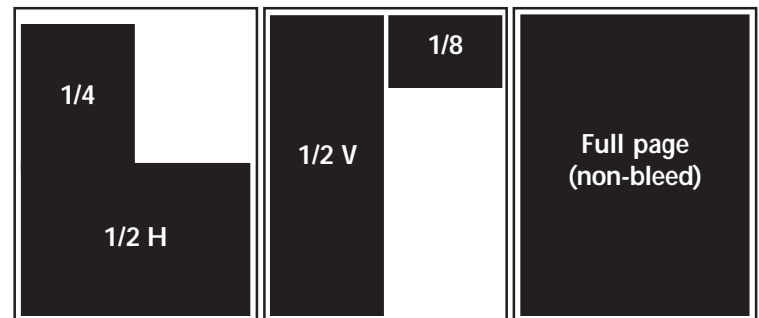
Complete files should be submitted in digital format, provided on CD (PC only) or via email. Adobe Acrobat (v. 3.0 or 4.0) PDF is the preferred format; TIFF or EPS files may also be submitted. Minimum 300 dpi is required. All artwork, logos, screen and printer fonts used in the ad must be included. Color images and solid colors must be in CMYK process ink mode.

Printing is sheet-fed on 70 lb glossy text (cover is 80 lb glossy cover stock) with saddle stitch binding.

MECHANICAL SPECIFICATIONS

Display Ad Dimensions

	width	x	height	(inches)
Full Page	7.5	x	10	(non bleed)
1/2 Page Vertical	3.375	x	9	
1/2 Page Horizontal	7.05	x	4.438	
Quarter Page	3.375	x	4.3	
1/8 Page	3.375	x	2.15	
Covers	8.375	x	11	(with bleed)



CONTACT INFORMATION

Advertising Coordinator
 Department of Public Affairs
 Louisiana State Medical Society
 6767 Perkins Road, Suite 100
 Baton Rouge, Louisiana 70808
 225.763.8500 ph ♦ 225.763.2332 fax
journal@lsms.org
www.lsms.org/pubs.htm