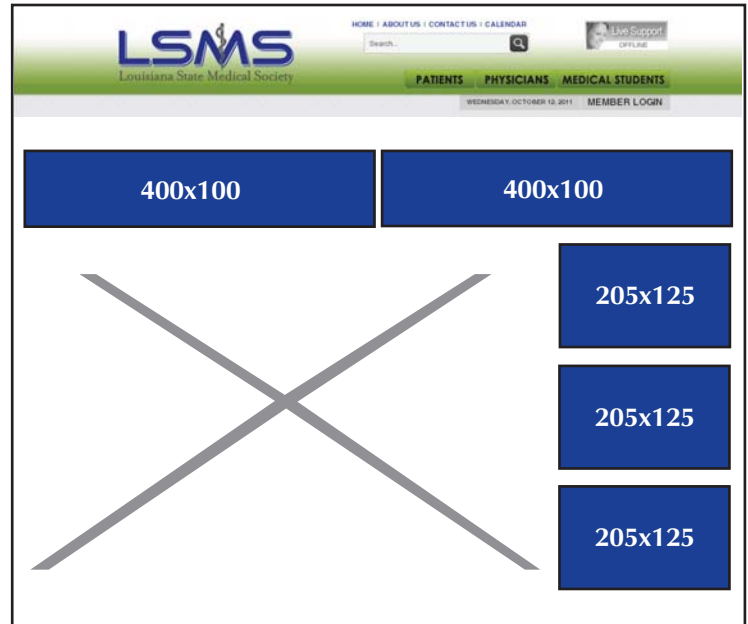


2012 Online Advertising Rates

In January 2008, the Louisiana State Medical Society (LSMS) launched its new website, www.LSMS.org. Over 2,450 unique visitors view the site each month. The LSMS is now offering online advertising, a simple, cost-effective way for businesses and organizations to reach physicians.

Advertise With Us

The LSMS has developed several different options for online advertisers. Each offers a unique opportunity to build your brand as a “choice provider” among LSMS member physicians. Any business will be able to find an option in their price range. Contact Linda Jones, Advertising Coordinator, LSMS Dept of Communication, 6767 Perkins Road, Suite 100, Baton Rouge, LA 70808, 225.763.8500, fax 225.763.2332, publicaffairs@lsms.org.



Online Advertising Options

Featured Advertiser-Home Page	Premium exposure, with custom ad space, including hyperlink. Horizontal ads [400 pixels (w) x 100 pixels (h)]. Space limited. Please call for availability. Frequency discounts available.	\$325/month
Featured Advertiser-Home Page	Premium exposure, with custom ad space, including hyperlink. Vertical ads [205 pixels (w) x 125 pixels (h)]. Space limited. Please call for availability. Frequency discounts available.	\$125/month
Featured Advertiser-Second Tier Page	Basic exposure, with space for logo (up to 205 pixels). Short text description and link to Web site. Includes listing in Resource Directory. Pick any three 2nd tier pages for the price of one.	\$225/month
Resource Directory	An economical way to promote your product or service, or post your classified ad. Includes space for logo with hyperlink. Short description and company contact information. Make a six month commitment and receive one month free.	\$50/month
Premium Sponsor Package	Let us build a custom sponsorship package to suit your individual needs. Possibilities include online ad placement on www.LSMS.org , print advertising in the <i>Journal of the LSMS</i> , and event sponsorship at LSMS annual events.	varies
Discounts	Frequency (3 to 6 insertions annually) Frequency (7 month minimum commitment) Print advertisers in the <i>Journal</i> Members	5 % 10% 5% 10%

Terms and Conditions

The Louisiana State Medical Society (LSMS) reserves the right to reject any advertising materials. Advertising orders are accepted subject to the terms and provisions of the current contract on file.