



Latino Medical Student Association

Founded to represent, support, educate, and unify Latino(a) Medical Students

2015 Journal of the LMSA

Advertisement Rates and Specifications
Effective May 2014

Advertisement Prices & Sizes

| Ad Size | Price | Bleed | | Trim | | Live Area | |
|--|------------|--------------------------------|-----------------|----------------|-----------------|----------------|-----------------|
| | | Width (Inches) | Height (Inches) | Width (Inches) | Height (Inches) | Width (Inches) | Height (Inches) |
| Spread Full page bleed* (A) | \$1,000.00 | 17.25 | 11.25 | 17 | 11 | 16.5 | 10.5 |
| Spread Full page non-bleed (B) | \$1,000.00 | N/A | N/A | N/A | N/A | 16 | 10 |
| Spread ½ page Bleed* Horizontal (C) | \$575.00 | 17.25 | 5.625 | 17 | 5.5 | 16 | 5.25 |
| Spread ½ page non-bleed Horizontal (D) | \$575.00 | N/A | N/A | N/A | N/A | 15.5 | 4.75 |
| Full Page Bleed (E) | \$550.00 | 8.75 | 11.25 | 8.5 | 11 | 8 | 10.5 |
| Full Page non-bleed (F) | \$550.00 | N/A | N/A | N/A | N/A | 7.5 | 10 |
| ½ page Island (G) | \$350.00 | N/A | N/A | N/A | N/A | 4.913 | 7.375 |
| ½ page non-bleed Vertical (H) | \$300.00 | N/A | N/A | N/A | N/A | 3.5 | 10 |
| ½ page Bleed* Vertical | \$300.00 | 4.125 | 11.25 | 4 | 11 | 3.75 | 10.5 |
| ½ page non-bleed Horizontal (I) | \$300.00 | N/A | N/A | N/A | N/A | 7.5 | 4.75 |
| ½ page Bleed* Horizontal (J) | \$300.00 | 8.75 8.625 (Facing page) | 5.375 | 8.5 | 5.25 | 8 | 5 |
| 2/3 page non-bleed vertical (K) | \$400.00 | N/A | N/A | N/A | N/A | 4.833 | 10 |
| 2/3 page bleed* vertical | \$400.00 | 5.458 | 11.25 | 5.33 | 11 | 5.083 | 10.5 |
| 2/3 page non-bleed horizontal (L) | \$400.00 | N/A | N/A | N/A | N/A | 7.5 | 6.5 |



Latino Medical Student Association

Founded to represent, support, educate, and unify Latino(a) Medical Students

| | | | | | | | |
|--|----------|--------------------------------|-------|------|-------|-------|--------|
| 2/3 page horizontal bleed* | \$400.00 | 8.75 8.625 (Facing page) | 7.125 | 8.5 | 7 | 8 | 6.75 |
| 1/3 page non-bleed vertical (M) | \$200.00 | N/A | N/A | N/A | N/A | 2.16 | 10 |
| 1/3 page bleed* vertical (N) | \$200.00 | 2.791 | 11.25 | 2.66 | 11 | 2.416 | 10.5 |
| 1/3 page non-bleed square (O) | \$200.00 | N/A | N/A | N/A | N/A | 4.913 | 4.75 |
| 1/3 page non-bleed horizontal (P) | \$200.00 | N/A | N/A | N/A | N/A | 7.50 | 3 |
| 1/3 page bleed* horizontal | \$200.00 | 8.75 8.625 (Facing page) | 3.625 | 8.5 | 3.5 | 8 | 3.25 |
| ¼ page non-bleed (Q) | \$165.00 | N/A | N/A | N/A | N/A | 3.5 | 4.75 |
| ¼ page non-bleed rectangle (R) | \$165.00 | N/A | N/A | N/A | N/A | 4.913 | 3.4375 |
| ¼ page non-bleed horizontal (S) | \$165.00 | N/A | N/A | N/A | N/A | 7.5 | 2.125 |
| ¼ page bleed horizontal* | \$165.00 | 8.75 8.625 (Facing page) | 2.75 | 8.5 | 2.625 | 8 | 2.375 |
| ¼ page non-bleed vertical (T) | \$165.00 | N/A | N/A | N/A | N/A | 2.16 | 7.375 |
| 1/6 non-bleed horizontal (U) | \$100.00 | N/A | N/A | N/A | N/A | 4.913 | 2.125 |
| 1/6 page non-bleed vertical (V) | \$100.00 | N/A | N/A | N/A | N/A | 2.16 | 4.75 |

PREFERRED POSITIONS

| | |
|---|-----------|
| Cover II & III (inside covers) or Op-Table of Contents | \$800.00 |
| Cover IV | \$1000.00 |



Latino Medical Student Association

Founded to represent, support, educate, and unify Latino(a) Medical Students

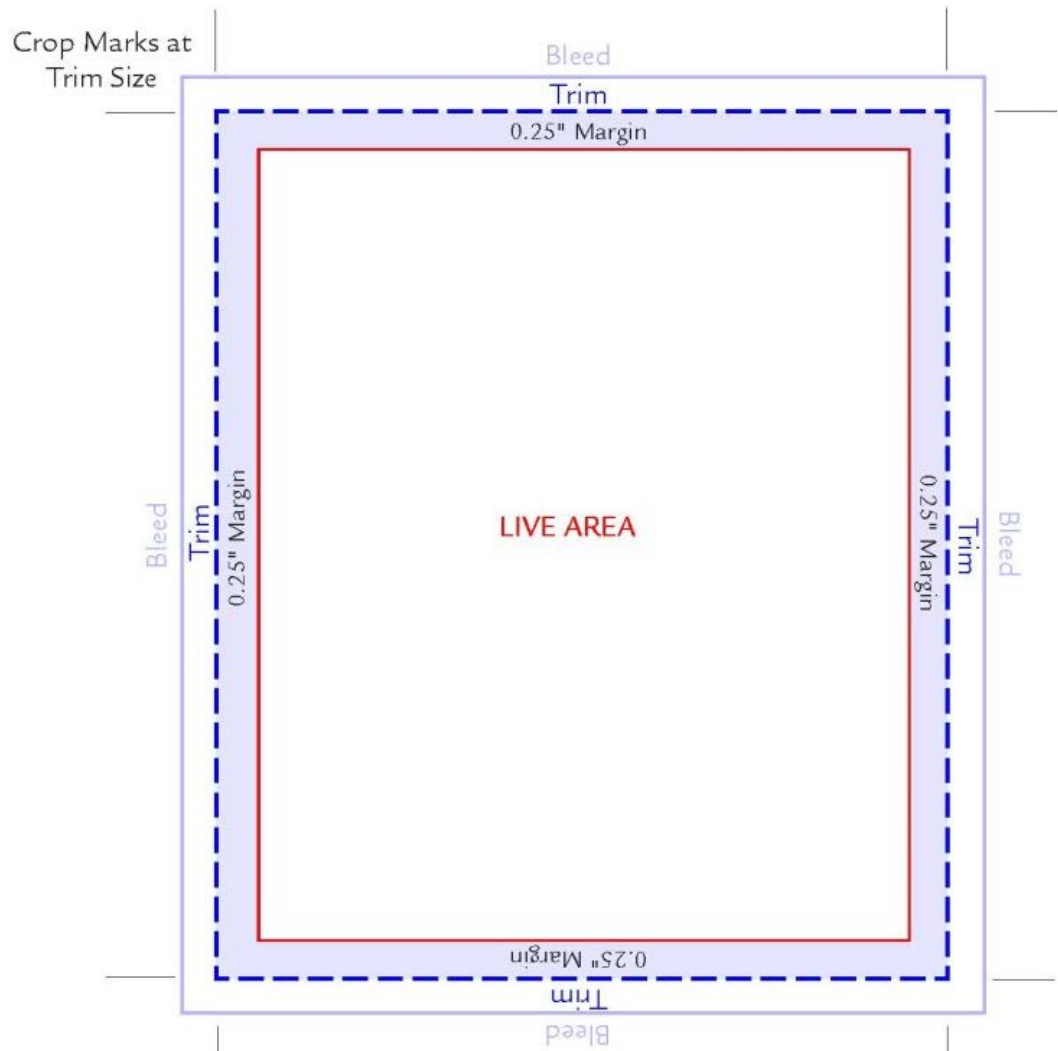
Specifications for supplied ads - please read carefully

PUBLICATION SPECS

- Printing: Web Offset/Digital
Specification for Web Offset Publications (SWOP) standards apply
- Binding: Saddle stitch
- Trim Size: 8.5" x 11"
- Live Area: 7.5" x 10"
- Bleed: 1/8"

AD REQUIREMENTS

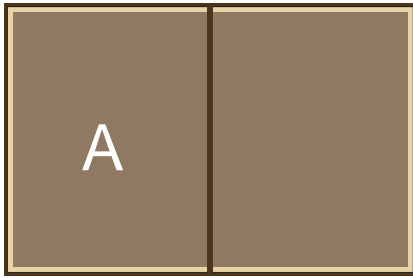
- All ads must be at least 300 dpi, including all text and images contained in the ad.
- Line screen: 150
- PDF/X1a is the preferred file format.
- Ads must include bleed (1/8") where noted above (*).
- *Safety*: All live matter must be kept 1/4" inside trim dimensions on all four sides.
- Please use CMYK for all color ads.



SUBMISSION DETAILS

- Files should be emailed to publications@lmsa.net
- One ad per PDF file. Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.
- **All digital ads can link to your website or email. If you would like this feature in the digital edition of the guide, please provide links with the ad.**

Print Ad Display Sizes



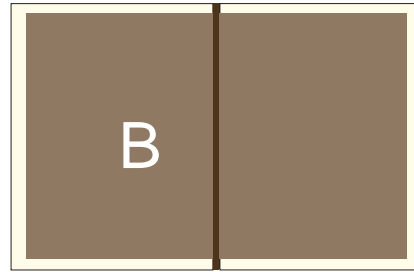
Spread full page bleed

Bleed untrimmed: 17.25" x 11.25"

Page trim size: 17" x 11"

Live area: 16.5" x 10.5", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50 of the middle is lost in gutter.



Spread full page non-bleed

Ad size: 16" x 10"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



Full page bleed

Bleed untrimmed: 8.75" x 11.25"

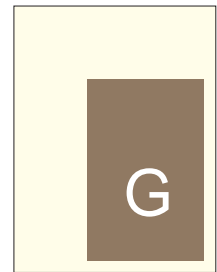
Page trim size: 8.5" x 11"

Live area: 8" x 10", 0.25" in from trim



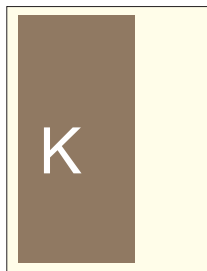
Full page non-bleed

Ad size: 7.5" x 10"



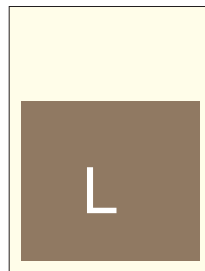
1/2 page island

Ad size: 4.913" x 7.375"



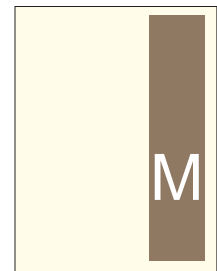
2/3 page non-bleed - vertical

Ad size: 4.833" x 10"



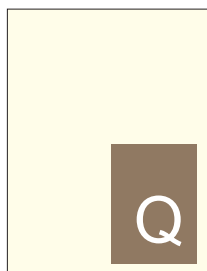
2/3 page non-bleed - horizontal

Ad size: 7.5" x 6.5"



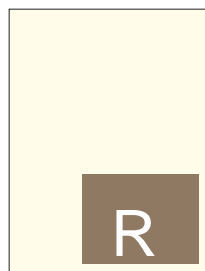
1/3 page non-bleed - vertical

Ad size: 2.16" x 10"



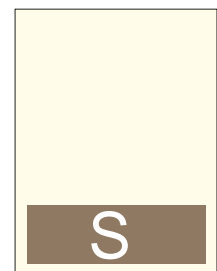
1/4 page non-bleed

Ad size: 3.50" x 4.75"



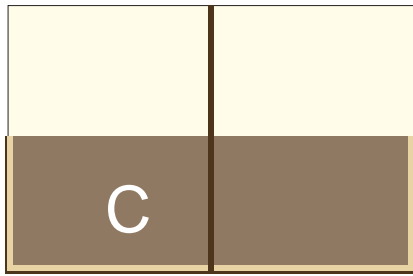
1/4 page non-bleed - rectangle

Ad size: 4.913" x 3.4375"



1/4 page non-bleed - horizontal

Ad size: 7.50" x 2.125"



Spread half page bleed - horizontal

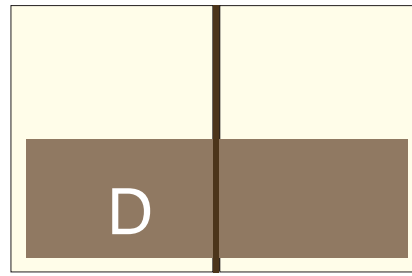
Bleed untrimmed: 17.25" x 5.625"

Ad trim size: 17" x 5.50"

Live area: 16" x 5.25", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.

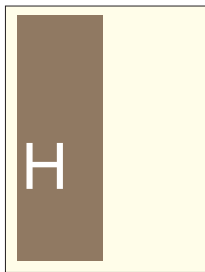
NOTE: Ad bleeds on 3 sides from trim



Spread half page non-bleed - horizontal

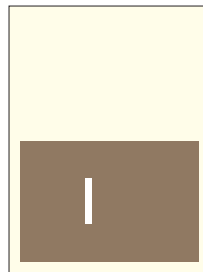
Ad size: 15.50" x 4.75"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



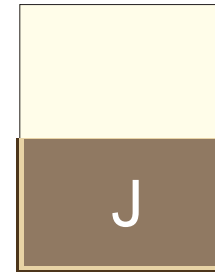
1/2 page non-bleed - vertical

Ad size: 3.50" x 10"



1/2 page non-bleed - horizontal

Ad size: 7.5" x 4.75"



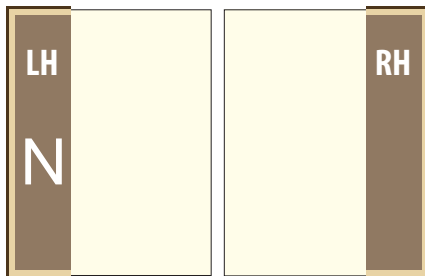
1/2 page bleed - horizontal

Bleed untrimmed: 8.75" x 5.375"

Ad trim size: 8.50" x 5.25"

Live area: 8 x 5", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



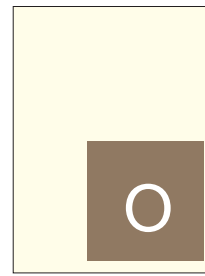
1/3 page bleed - vertical

Bleed untrimmed: 2.791" x 11.25"

Ad trim size: 2.66" x 11"

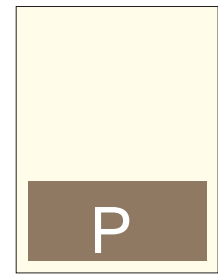
Live area: 2.416" x 10.50", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



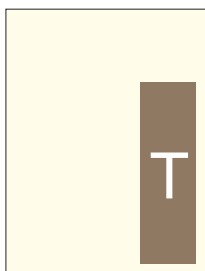
1/3 page non-bleed - square

Ad size: 4.913" x 4.75"



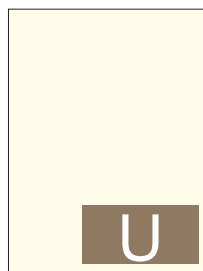
1/3 page non-bleed - horizontal

Ad size: 7.50" x 3"



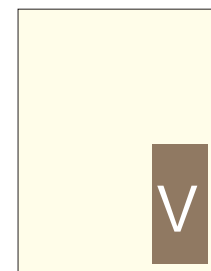
1/4 page non-bleed - vertical

Ad size: 2.16" x 7.375"



1/6 page non-bleed - horizontal

Ad size: 4.913" x 2.125"



1/6 page non-bleed - vertical

Ad size: 2.16" x 4.75"