



Latino Medical Student Association

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

2014-2015 National Quarterly Newsletter

Advertisement Rates and Specifications

Effective May 2014

Advertisement Prices

Ad Size (See ad graphic below)	Prices per edition			
	1x	2x	3x	4x
Spread Full page bleed* (A)	\$1,000.00	\$900.00	\$850.00	\$750.00
Spread Full page non-bleed (B)	\$1,000.00	\$900.00	\$850.00	\$750.00
Spread ½ page Bleed* Horizontal (C)	\$580.00	\$522.00	\$493.00	\$435.00
Spread ½ page non-bleed Horizontal (D)	\$580.00	\$522.00	\$493.00	\$435.00
Full Page Bleed (E)	\$560.00	\$504.00	\$476.00	\$420.00
Full Page non-bleed (F)	\$560.00	\$504.00	\$476.00	\$420.00
½ page Island (G)	\$360.00	\$324.00	\$306.00	\$270.00
½ page non-bleed Vertical (H)	\$300.00	\$270.00	\$255.00	\$225.00
½ page Bleed* Vertical	\$300.00	\$270.00	\$255.00	\$225.00
½ page non-bleed Horizontal (I)	\$300.00	\$270.00	\$255.00	\$225.00
½ page Bleed* Horizontal (J)	\$300.00	\$270.00	\$255.00	\$225.00
2/3 page non-bleed vertical (K)	\$400.00	\$360.00	\$340.00	\$300.00
2/3 page bleed* vertical	\$400.00	\$360.00	\$340.00	\$300.00
2/3 page non-bleed horizontal (L)	\$400.00	\$360.00	\$340.00	\$300.00
2/3 page horizontal bleed*	\$400.00	\$360.00	\$340.00	\$300.00
1/3 page non-bleed vertical (M)	\$200.00	\$180.00	\$170.00	\$150.00
1/3 page bleed* vertical (N)	\$200.00	\$180.00	\$170.00	\$150.00
1/3 page non-bleed square (O)	\$200.00	\$180.00	\$170.00	\$150.00
1/3 page non-bleed horizontal (P)	\$200.00	\$180.00	\$170.00	\$150.00
1/3 page bleed* horizontal	\$200.00	\$180.00	\$170.00	\$150.00
¼ page non-bleed (Q)	\$160.00	\$144.00	\$136.00	\$120.00
¼ page non-bleed rectangle (R)	\$160.00	\$144.00	\$136.00	\$120.00
¼ page non-bleed horizontal (S)	\$160.00	\$144.00	\$136.00	\$120.00



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¼ page bleed horizontal*	\$160.00	\$144.00	\$136.00	\$120.00
¼ page non-bleed vertical (T)	\$160.00	\$144.00	\$136.00	\$120.00
1/6 non-bleed horizontal (U)	\$100.00	\$90.00	\$85.00	\$75.00
1/6 page non-bleed vertical (V)	\$100.00	\$90.00	\$85.00	\$75.00

Advertisement Sizes

Ad Size	Bleed		Trim		Live Area	
	Width (Inches)	Height (Inches)	Width (Inches)	Height (Inches)	Width (Inches)	Height (Inches)
Spread Full page bleed* (A)	17.25	11.25	17	11	16.5	10.5
Spread Full page non-bleed (B)	N/A	N/A	N/A	N/A	16	10
Spread ½ page Bleed* Horizontal (C)	17.25	5.625	17	5.5	16	5.25
Spread ½ page non-bleed Horizontal (D)	N/A	N/A	N/A	N/A	15.5	4.75
Full Page Bleed (E)	8.75	11.25	8.5	11	8	10.5
Full Page non-bleed (F)	N/A	N/A	N/A	N/A	7.5	10
½ page Island (G)	N/A	N/A	N/A	N/A	4.913	7.375
½ page non-bleed Vertical (H)	N/A	N/A	N/A	N/A	3.5	10
½ page Bleed* Vertical	4.125	11.25	4	11	3.75	10.5
½ page non-bleed Horizontal (I)	N/A	N/A	N/A	N/A	7.5	4.75
½ page Bleed* Horizontal (J)	8.75	5.375	8.5	5.25	8	5
	8.625 (Facing page)					
2/3 page non-bleed vertical (K)	N/A	N/A	N/A	N/A	4.833	10
2/3 page bleed* vertical	5.458	11.25	5.33	11	5.083	10.5
2/3 page non-bleed horizontal (L)	N/A	N/A	N/A	N/A	7.5	6.5
2/3 page horizontal bleed*	8.75	7.125	8.5	7	8	6.75
	8.625 (Facing page)					
1/3 page non-bleed vertical (M)	N/A	N/A	N/A	N/A	2.16	10
1/3 page bleed* vertical (N)	2.791	11.25	2.66	11	2.416	10.5



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1/3 page non-bleed square (O)	N/A	N/A	N/A	N/A	4.913	4.75
1/3 page non-bleed horizontal (P)	N/A	N/A	N/A	N/A	7.50	3
1/3 page bleed* horizontal	8.75	3.625	8.5	3.5	8	3.25
	8.625 (Facing page)					
¼ page non-bleed (Q)	N/A	N/A	N/A	N/A	3.5	4.75
¼ page non-bleed rectangle (R)	N/A	N/A	N/A	N/A	4.913	3.4375
¼ page non-bleed horizontal (S)	N/A	N/A	N/A	N/A	7.5	2.125
¼ page bleed horizontal*	8.75	2.75	8.5	2.625	8	2.375
	8.625 (Facing page)					
¼ page non-bleed vertical (T)	N/A	N/A	N/A	N/A	2.16	7.375
1/6 non-bleed horizontal (U)	N/A	N/A	N/A	N/A	4.913	2.125
1/6 page non-bleed vertical (V)	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



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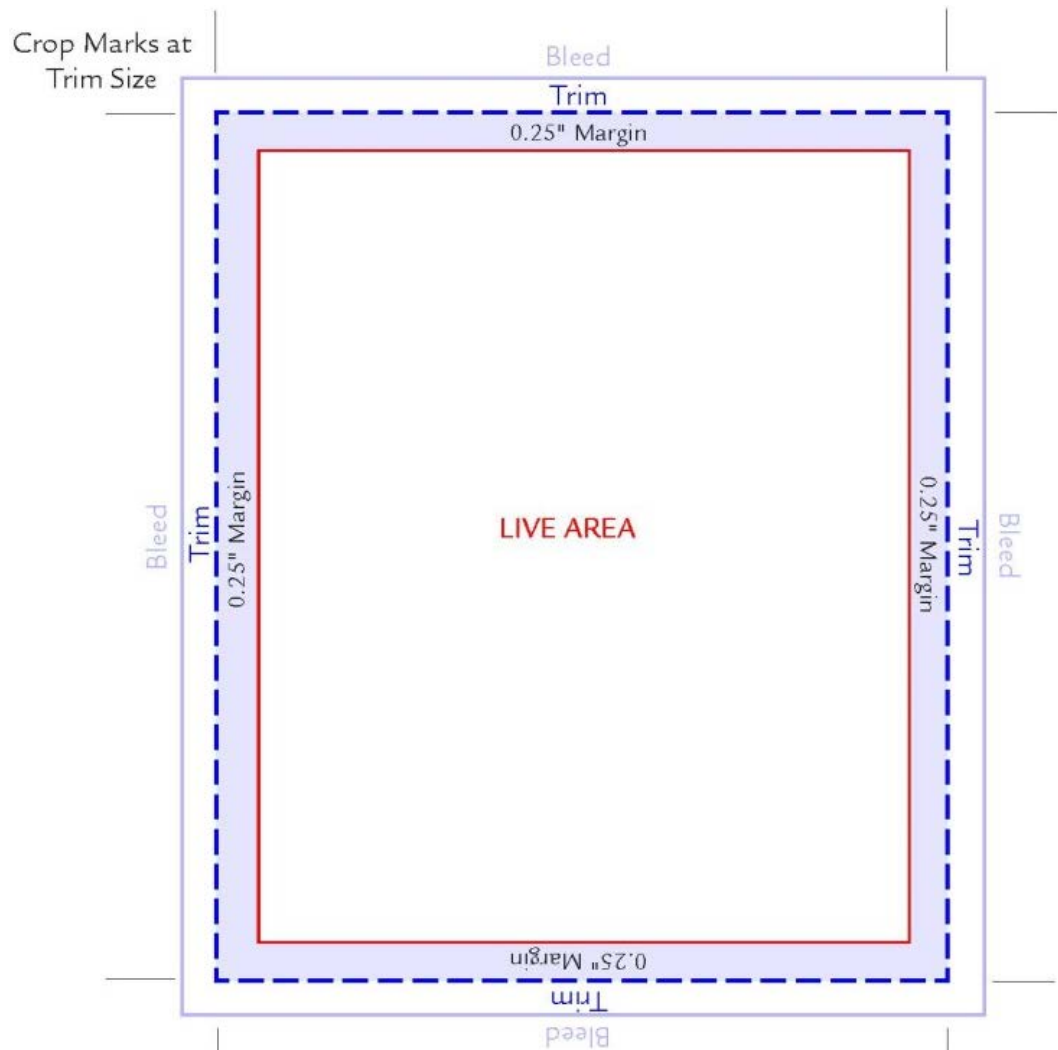
Specifications for supplied ads - please read carefully

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.**