

Wednesday, December 2, 2015 • SCMA 31st Annual

OUTSTANDING CONTRIBUTION

# AWARDS DINNER

## Sponsorships and Program Advertising

SCMA's annual awards dinner provides a special evening for the Sonoma County medical community to gather and honor exceptional contributions by local physicians and associated organizations. The 2015 gala event is cause for **double celebration** with the achievement awards and the 50th anniversary of the Holiday Greeting Card, which supports the SCMA/SCMA Alliance Health Careers Scholarship Fund.

Show your support of the local medical community and/or congratulate honorees with a sponsorship or ad in the exclusive program booklet. *It's a once-a-year opportunity to place your message before an influential group of health care leaders and decision makers.* Limited booklet space—reserve yours now!



## HONORING AND RECOGNIZING THE ACHIEVEMENTS OF

### Richard Powers, MD

*Outstanding Contribution to the Community*

### GPCI and SGR Warriors

Congressman Mike Thompson • Brad Drexler, MD • Jan Sonander, MD • Len Klay, MD  
*Outstanding Contribution to Sonoma County Medicine*

### Medical Review Advisory Committee

*Outstanding Contribution to Sonoma County Medicine*

### To Be Announced

*Article of the Year*

### SCMA Alliance Foundation Holiday Greeting Card

*Recognition of Achievement*

**To reserve your space as a 2015 sponsor and/or program advertiser,** contact Susan Gumucio at 707-525-0102 or email/fax the fillable insertion order below to [susan@scma.org](mailto:susan@scma.org) or **707-525-4328**. Space reservations due **October 16**. Artwork due **October 23**.

## INSERTION ORDER

### SPONSORSHIP LEVELS

- PLATINUM \$2,500:** Reserved table with signage and dinner for 8, name and logo on inside cover of program, full-page ad in program.
- GOLD \$1,000:** Name and logo on inside cover of program, 1/2-page ad in program.
- SILVER \$500:** Name and logo on inside cover of program.
- BRONZE \$250:** Listing in program, page 1.

### ADVERTISING RATES

- ~~SOLD~~ **Back cover . . . . . \$750**
- Inside back cover . . . . . \$625**
- Full page . . . . . \$500**
- 1/2 page horiz. . . . . \$350**
- 1/4 page vert. . . . . \$225**
- 1/4 page horiz. . . . . \$225**

For ad dimensions and technical requirements, see page 2.

Sponsor or advertiser name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Agency/Billing contact (if different) \_\_\_\_\_

Billing address (if different) \_\_\_\_\_

Contact phone \_\_\_\_\_ Email \_\_\_\_\_

Notes/instructions \_\_\_\_\_

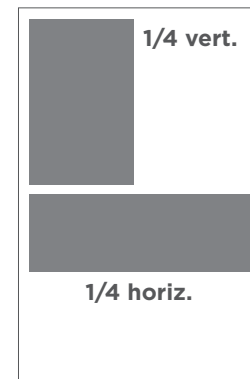
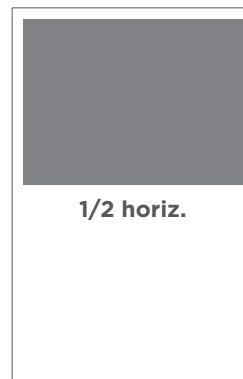
TOTAL COST (sponsorship and/or advertisement) \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Pay by credit card (call SCMA with charge info) OR  Pay by check (SCMA will invoice)

Your signature authorizes the Sonoma County Medical Association to insert your sponsorship information and/or advertisement in the 2015 Awards Dinner program booklet and to bill you for the amount due.

## AD SIZES



## AD DIMENSIONS

Size	Width	Height
<del>SOLD</del> Back cover*	5 3/4	8 3/4
Inside back cover*	5 3/4	8 3/4
Full page*	5 3/4	8 3/4
<i>*Dimensions include 1/8-inch bleed</i>		
Any full page w/o bleed	5	7 3/4
1/2 horiz.	5	3 3/4
1/4 vert.	2 3/8	3 3/4
1/4 horiz.	5	1 3/4

## TERMS AND CONDITIONS

### Technical requirements

#### ADS

PDF is the preferred format for all ads. Other formats, and images embedded in original files, must be at least 300 dpi resolution.

- Ads must be in final print size. For full-page ads with bleeds, allow 1/8" on all sides and provide trim marks to 5.5" x 8.5".
- Fonts must be embedded in file or outlined.
- Colors must be CMYK. No Pantone spot colors; no "registration." If spot colors are used in PDF format, convert file to CMYK before submitting.
- Before creating PDF, check ads for press readiness by using pre-flight software.
- When exporting to or saving as PDF, use "PDF/X-1a" or "Press Quality" settings.

#### SPONSOR LOGOS

Preferred format is Illustrator EPS, PDF, or other vector format. If submitted in JPEG or TIFF format, file must be 300 dpi resolution.

**Production services.** Advertisers with signed insertion orders can receive up to one hour of free editorial or design services. Additional services are available at competitive rates.

**Approval.** All advertising copy is subject to approval by the Sonoma County Medical Association, which reserves the right to edit, withhold or cancel any display ad. Publication of an ad in the Awards Dinner Program does not represent endorsement by SCMA.

**Payment.** For sponsorships, payment is required by November 9. Advertisers are invoiced after publication.

**Submitting ads.** Email ads to Susan Gumucio at [susan@scma.org](mailto:susan@scma.org).

**Questions?** Contact Susan Gumucio at **707-525-0102** or [susan@scma.org](mailto:susan@scma.org).



SONOMA  
COUNTY  
MEDICAL  
ASSOCIATION