



AD Rates

1. THE HIPPOCRATIST

The Hippocratist is a biannual publication of the Ouachita Medical Society with a circulation of 300+ physicians, hospitals, surgical centers, ancillary service providers, state component societies and other related healthcare groups. The goal of the publication is to provide news and advertising of special interest to the physicians and other healthcare professionals in a manner that will ensure their continued dedicated readership.

Full Color Digital	1x	Year(2x)
Full Page	\$780	\$680
Half Page	\$500	\$450
Quarter Page	\$420	\$395
Business Card*	\$125	\$100

(*OMS members only in specialty index)

Special Positions (mandatory full page)

Inside Front Cover	\$1100	\$900
Inside Back Cover	\$1100	\$900
Back Cover	\$1200	\$1000

Hippocratist Requirements:
 Ads preferred in digital EPS or PDF format, 300dpi resolution, CMYK color space and Embed Fonts
 Magazine Trim Size: 8 1/2" x 11"

	Horizontal	Vertical
Full Page	7.625"	10"
Half Page (H)	7.625"	4.875"
Half Page (V)	3.6875"	10"
Quarter Page	3.6875"	4.875"
Business Card	3.5"	2"

Issue dates vary but one publication is released every Fall/Winter and one every Spring/Summer.

2. OMS DIRECTORY

The Ouachita Medical Society member directory is a vital tool distributed to each physician practice, area hospitals, surgical centers, ancillary service providers and other related healthcare groups for the purpose of referencing the contact information of all members within the society. This handheld directory is produced biennially.

Color Rates

Full Page	\$879
Inside Back Cover	\$1097
Inside Front Cover	\$1097
Directory Sponsorship	

Directory Requirements:
 Ads Preferred in digital EPS or PDF format.
 Magazine Trim Size: 5" x 8"
 Sponsor: Back Cover: .6125" margin

3. WEBSITE AD

The Ouachita Medical Society's website www.OuachitaMS.org is a portal of information for area physicians, patients and other medical professionals.

Scrolling Ad Space (quarterly)	\$250
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All rates are per-issue.
 Agency fee not included in any ad price listed above,
 but is available upon request.