

Mechanical Specifications

Display Advertising Specifications

Trim Size: 8.5" w x 11" h

Non-bleeds:

The non-bleed sizes below allow for 1/2-inch float space between ad and trim, as indicated in illustrations below.

Full-Page: Non-Bleed

8" W x 10-1/2" H

Full-bleeds:

Ads that bleed must extend NO LESS than 1/8-inch beyond trim. The bleed is calculated into the sizes listed below. The white dotted lines indicate a 1/2-inch float space between live edge and trim.

Full-Page: Full-Bleed

8.5" W x 11" H

with bleed
8.75" W x 11.25" H

Spread Full-Bleed

17" W x 11" H

with bleed
17.25" W x 11.25" H

*For best results,
allow 1/2-inch
on either side
of the gutter.*

Half-Page:

8.5" W x 5.5" H

with bleed
8.75" W x 5.625" H

Submitting Ads:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. **DO NOT** use Pantone (PMS) colors in your layout, unless saved as CMYK process color.
- The publication is produced in Macintosh platform using Quark Xpress. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement. Failure to supply a color proof will result in a \$75 matchprint charge.
- Ads may also be delivered via File Transfer Protocol (ftp). To obtain server address and passwords, please contact the Art Department at: 800/536.5312, x5252, or e-mail: jmayes@mdsi.org
- Mail ad materials to: [mdsi](http://mdsi.com), 5445 Triangle Parkway, Suite 170, Atlanta, GA 30092, Attn: Art Department.

Readership & Circulation

Circulation by Specialty and Income

	Number of Physicians by Specialty	Average Income
Radiology	1,021	\$317,000
Orthopedic Surgeon	725	\$315,000
Anesthesiology	1,002	\$290,000
Cardiology	605	\$280,000
Urology	304	\$277,000
Otolaryngology	311	\$270,000
General Surgery	1,524	\$242,000
Gastroenterology	345	\$240,000
OB/GYN	1,558	\$237,000
Other	3,249	\$232,000
Pulmonology	208	\$228,000
Neurology	528	\$180,000
Psychiatry	1,201	\$162,000
Internal Medicine	3,427	\$150,000
Family Practice	3,141	\$146,000
Pediatrics	1,663	\$146,000
Total	20,812	\$232,000

Editorial Calendar & Advertising Rates

Display Advertising Rates and Special Advertising Opportunities

Size	Full	Full 2-page Spread	1/2 page	Inside Front Cover Premium	Inside Back Cover Premium	Back Page Cover
Per issue premium				\$400	\$425	\$450
1x	\$4,000	\$8,000	\$2,400			
2x	\$3,880	\$7,760	\$2,304			
3x	\$3,800	\$7,600	\$2,256			
4x	\$3,720	\$7,440	\$2,208			
5x	\$3,640	\$7,280	\$2,160			
6x	\$3,520	\$7,040	\$2,112			

2005 Editorial Calendar

Issue	Ad Materials Due	Mail Date	Practice Topic	Lifestyle Topic
Feb/March	1/31/2005	2/25/2005	Medical Technology	Investments
April/May	3/30/2005	4/28/2005	Office Efficiency	Travel
June/July	5/27/2005	6/24/2005	Practice Management	Georgia Activities
Aug/Sep	7/28/2005	8/26/2005	Staffing	Second Homes
Oct/Nov	9/28/2005	10/28/2005	Pharmaceutical	Image Builders
Dec/Jan	11/25/2005	12/26/2005	Legal Vulnerabilities	Winter Fun

**GEORGIA
PHYSICIAN**
A Magazine of Practice & Leisure for Georgia Physicians

About the Publisher



MDSI has been a leader in publishing national healthcare-related magazines since 1993.

Other publications include *Repertoire* magazine,

The Journal of Healthcare Contracting and *The*

Major Accounts Exchange.

The logo for Georgia Physician features the word 'GEORGIA' in a large, blue, serif font above the word 'PHYSICIAN' in a smaller, blue, serif font. The letters are bold and have a slight shadow effect.



Why advertise in *Georgia Physician* magazine?

Georgia Physician is the only magazine focused solely on the high-demographic, local physician. Over 20,000 physicians with an average income of \$232,000 rely on *Georgia Physician* for insight into their practice needs and lifestyle desires.

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