

# The Physician Directory

Collier County Medical Society's annual *Physician Directory* is a public service product to help Collier County residents and visitors make informed decisions when choosing a quality physician or healthcare provider.

We print 7,500-10,000 copies of the *Physician Directory* each fall, and all physician members and their office managers each receive a complimentary copy (and extras upon request for their patients). The public can also obtain a FREE copy at area medical facilities including hospitals and clinics, libraries, and other outlets, or by contacting the Medical Society directly.

The *Physician Directory* is a great resource for physicians and healthcare industry professionals as it lists the contact information and specialties for colleagues with whom they can consult and refer patients. Our members anticipate the new directory each year because it has become such an asset in their daily operations.



## Product Details:

The *Physician Directory* is a full-color glossy booklet conveniently sized at 5.5" x 8.5", with a sturdy spiral spine that allows it to stay open easily. Colored tab separators help users maneuver through the booklet's sections. Physician members are listed both alphabetically and by specialty. The alphabetical section includes a color photograph of the physician next to his/her entry, as well as the physician's practice name, office address, phone & fax number, and specialty.



## 2020-21 Physician Directory Advertising Information & Schedule

Ad Reservation Deadline: **May 15, 2020**

Ad Submission Deadline: **May 22, 2020**

### Physician Directory Advertisement Sizes & Rates:

Select the size and rate you want on the chart below. Sizes are displayed width x height. *Please note that covers and tabs are limited and may no longer be available – please call or email us to verify.*

<input type="checkbox"/> Back Cover	<del>6" w x 8.5" h*</del>	<del>\$1,900</del> <b>SOLD</b>	<input type="checkbox"/> Tab	<del>4.75" w x 7.5" h</del>	<del>\$1,375</del> <b>SOLD</b>
<input type="checkbox"/> Inside Front	<del>4.75" w x 7.5" h</del>	<del>\$1,700</del> <b>SOLD</b>	<input type="checkbox"/> Full Page	4.5" w x 7.5" h	\$850
<input type="checkbox"/> Inside Back	<del>4.75" w x 7.5" h</del>	<del>\$1,700</del> <b>SOLD</b>	<input type="checkbox"/> Half Page	4.5" w x 3.5" h	\$425

*\*add .125" to all sides back cover for full bleed*

### Acceptable File Formats:

Supply finished art only in high-resolution PDF files saved at 300 dpi in CMYK color with all fonts embedded. Documents must be created 100% to size. E-mail your ads to [info@ccmsonline.org](mailto:info@ccmsonline.org). Need assistance designing, updating or converting your ad? Contact CCMS for designer referrals (additional fees would apply).

Company \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

If you advertised last year, please indicate:  I will email a new ad  Please reuse last year's ad

Total Payment \$ \_\_\_\_\_  Check Enclosed  Please Invoice\*  Visa  MasterCard  AMEX

**\*Payment must be made within 30 days of ad reservation and no later than May 15th**

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Fax your completed order form to (239) 435-7790 or email [info@ccmsonline.org](mailto:info@ccmsonline.org).\*\*

\*\*Note: please do not email unencrypted credit card information.



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