FREQUENCY OF ISSUE:
Quarterly: Winter (December), Spring (March), Summer (July), and Fall (October).

CLOSING DATES:
November 1 • February 1 • June 1 • September 1

TERMS OF PAYMENT:
Checks made payable to the Stethoscope. All ads in the Stethoscope are for a period of one year (four quarterly issues) at an annual cost as listed, payable in full by the closing date of the first issue.

INSERTS:
Please call for rates: (386) 255-3321, (386) 254-4105.

CIRCULATION:
Individually distributed to more than 500 physician members of the Volusia County Medical Society. Also mailed to hospitals and health care facilities in Volusia County, medical societies throughout the state, and health and welfare associations. Total circulation is more than 900.

EDITORIAL CONTENT:
Original articles, news of society and policies, social-economic and legislative news, editorials, and news of individual members.

ADVERTISING REGULATIONS:
All display ads must be camera ready. Photographs must be black and white glossy prints. The Stethoscope reserves the right to reject any advertising copy of illustrations submitted.

PRODUCTIONS REQUIREMENTS:
(MECHANICAL DATA:)
Full Page 5” wide x 8” deep
Half Page 5” wide x 4” deep
One-Third Page 5” wide x 2 3/4” deep

POSITION RATES:
Single Insertion
Annual Rates
BACK COVER $700 $2800
INSIDE BACK COVER $600 $2400
2nd INSIDE BACK COVER $600 $2400
INSIDE FRONT COVER $600 $2400
2nd INSIDE FRONT COVER $500 $2000
FULL PAGE $500 $2000
HALF PAGE $350 $1400
1/3 PAGE $300 $1200

Centerfold Position: 10% additional plus 2 full pages.
One Color and Black: Ask for additional quote.
4 Colors as available:
With transparencies furnished: ask for additional quote.
Without transparencies furnished: ask for additional quote.

ADVERTISEMENTS APPEARING IN THIS PUBLICATION DO NOT CONSTITUTE ENDORSEMENT BY THE SOCIETY OF THE PRODUCT OR SERVICE.