

Utah Medical Association  
**DIRECTORY**  
*Advertising Contract*

You are hereby authorized to insert our advertisement in the Utah Medical Association *Directory* as follows:

Advertiser

Size of Ad  Cost per insertion  Number of insertions

Send a copy of each issue in which ad appears to:

Published annually in July. Ad reservations should be made by June 1. Final ad copy (.pdf preferred) should reach the UMA office by June 15. The Utah Medical Association reserves the right to refuse any advertisement.

**Payable monthly within 10 days after billing**

Advertiser

Signed

Address

Telephone  Date

E-mail

**For Office Use Only**  
Accepted for publication by  

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**Please return to:**

Utah Medical Association, 540 East 500 South, Salt Lake City, UT 84102  
Phone: 801/355-7477 FAX: 801/532-1550

Utah Medical Association  
**DIRECTORY**

*Advertising Rates and Size Specifications*

**Rates**

Ad Size	One-Insertion Price	Additional Insertions*
Full Page	\$2000	\$1600
2/3 Page ( <i>Horizontal</i> )	\$1710	\$1368
1/2 Page ( <i>Horizontal or 3-col. Island</i> )	\$1300	\$1040
1/3 Page ( <i>Horizontal</i> )	\$ 950	\$ 760
1/4 Page ( <i>Vertical, or 3-col. Island</i> )	\$ 515	\$ 412
Odd Sizes (per column inch)	\$ 250	\$ 200

\*20 percent discount for additional insertions by the same company

Size	Width	Height
Full Page	4 3/4"	7 3/4"
Two-thirds page <i>Horizontal</i>	4 3/4"	5 1/8"
Half page <i>Horizontal</i>	4 3/4"	3 7/8"
Half page <i>Island (3-column)</i>	3 1/4"	4 5/8"
One-Third page <i>Horizontal</i>	4 3/4"	2 1/2"
One-quarter page <i>Vertical</i>	2 1/4"	3 7/8"
One-quarter page <i>Island (3-column)</i>	3 1/4"	2 5/8"

For more information, contact

Utah Medical Association  
 540 East 500 South  
 Salt Lake City, Utah 84102  
 Phone: (801) 355-7477  
 FAX: (801) 532-1550  
 email: matt@utahmed.org