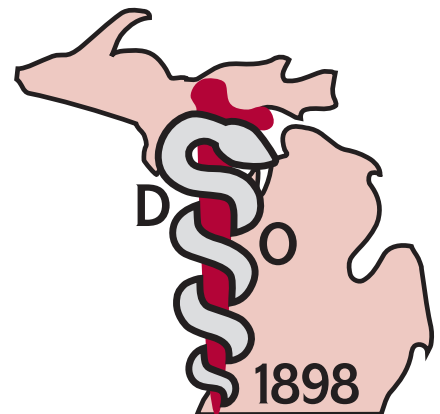
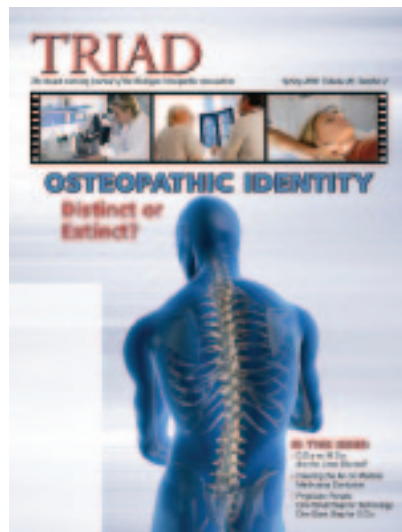


impact
IMPRINT
influence



Michigan Osteopathic
Association

Reach the fastest Growing Segment of Healthcare Professionals with TRIAD!

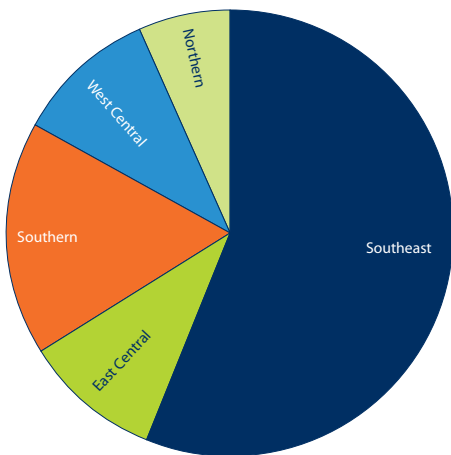
The *Michigan Osteopathic Association* (MOA) is pleased to present its official quarterly publication, TRIAD. MOA's professional journal is targeted towards and mailed directly to all MOA members including osteopathic physicians, osteopathic hospitals and an osteopathic medical school.

Each issue carries your marketing message to professionally connected osteopathic industry professionals with vital decision-making power. Did you know:

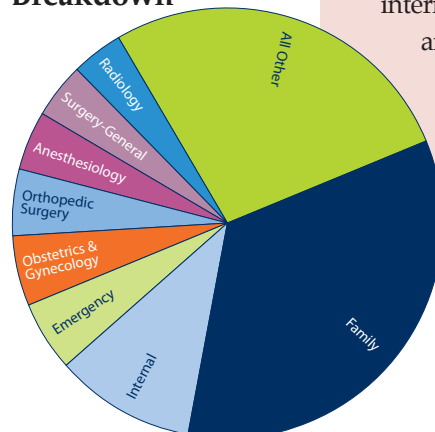
- 78% of D.O.s see more than 100 patients per week; 21% more than M.D.s
- D.O.s are higher prescribers than M.D.s in each of the top 43 therapeutic categories.
- 60% of D.O.s write more than 100 prescriptions per week, compared to 44% of M.D.s
- D.O.s are the fastest growing segment of health care professionals in the U.S. AND Michigan! In fact, licensed D.O.s in Michigan have increased by 56% from 1987-2010.
- 38% of MOA member D.O.s are Family Physicians.
- 69% of MOA member D.O.s are under 55 years of age.

If you market to the osteopathic industry in the Michigan region, you owe it to yourself to advertise in TRIAD. And with cost-effective rates and engaging editorial coverage, a schedule in TRIAD is a smart buy!

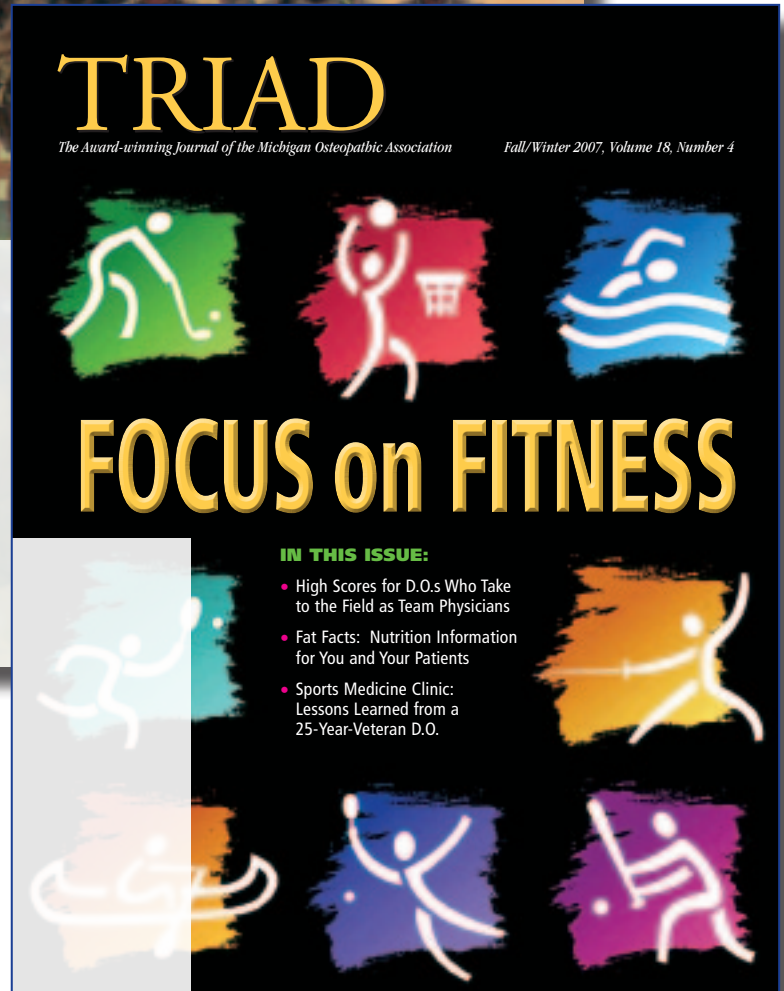
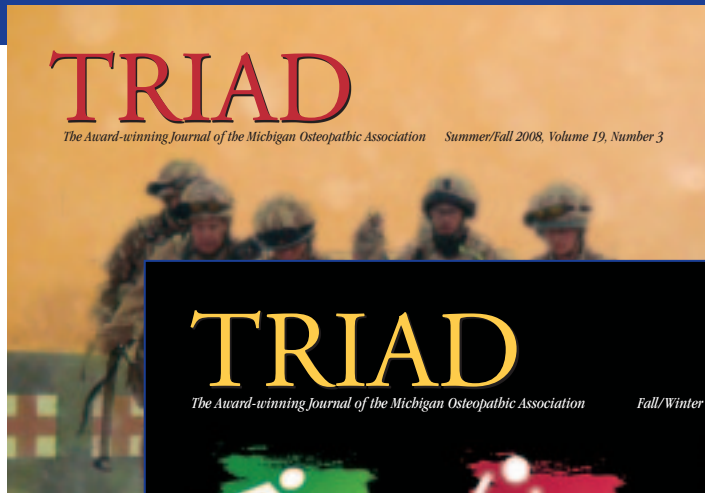
Member Physician Primary Michigan Locations



Member Specialty Breakdown



SOURCES: Analytical Resource Data, Deerfield, IL; Preliminary data in preparation for American Association of Colleges of Osteopathic Medicine (AACOM); MemberScope Member Survey, July 2003; and, MDCH, October 2011.



IN THIS ISSUE:

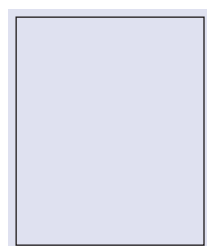
- High Scores for D.O.s Who Take to the Field as Team Physicians
- Fat Facts: Nutrition Information for You and Your Patients
- Sports Medicine Clinic: Lessons Learned from a 25-Year-Veteran D.O.

audience	circulation
Audience: practicing physicians (D.O.s), residents, interns, retired D.O.s and students from the Michigan State University College of Osteopathic Medicine.	5,600
	distribution
	Mailed to all members
	frequency
	Quarterly

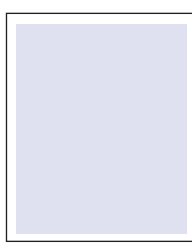
TRIAD advertising opportunities

Your advertising message couldn't be planted in more fertile ground. *TRIAD* surrounds your ad in an attractive and informative environment and delivers it to engaged readers.

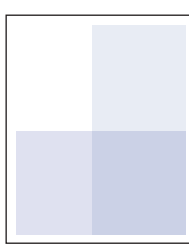
member rates								deadlines
premium	1x	3x	4x	display	1x	3x	4x	Contact advertising sales representative for deadlines.
Back	\$1803	1598	1470	Full Page	\$1283	1149	906	
Inside Front	1688	1493	1469	1/2 Page	625	545	490	
Inside Back	1688	1493	1469	1/4 Page	310	250	220	
<i>All Premium ads are four-color only</i>				<i>Display ad pricing is B/W, add \$200 for four-color ads</i>				



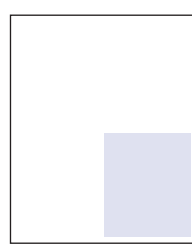
Full Page
(with bleeds)
8.625" x 11.25"
*trim is 8.5" x 11"
live space is 7" x 10"*



Full Page
(no bleeds)
7.5" x 10"



1/2 Page
7.5" x 5" (H)
3.25" x 10" (V)



1/4 Page
3.625" x 4" (V)

(V = vertical, H = horizontal)

additional charges

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications. Typesetting/Layout charges are \$95/hour. Minimum production charge is \$30.

Note: Full-page, four-color ads required on cover positions. Priority is given to previously contracted advertisers. Call for estimate on fold-out cover (two page spread), cover-wrap, postcard stitch (single and double), single page stitch, two-page stitch, glued in items, or any other specialty advertising tools. For preferred positioning, add 10%.

artwork requirements

digital (preferred)

- High-resolution PDF files with fonts embedded and raster images at 350 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator, Corel Draw are accepted **but will incur additional production charges**.
- Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.
- File transfer media: DVD, CD, FTP, online file sharing, e-mail (*files less than 6MB*).
- Images: 350 dpi minimum, CMYK or grayscale TIFF or EPS; line art: 1200 dpi minimum, TIFF or EPS.
- Digital ad materials preferred; **negatives or camera-ready are acceptable but will incur additional production charges**.
- Two hardcopy proofs are required (in color if a color ad). Material submitted in any other form than delineated above may result in color alterations for which publisher is not responsible.

submit advertising insertion orders to:

Carl Mischka | 3540 Jefferson Hwy Grand Ledge, MI 48837-9750
Phone: (888) 666-1491 | Fax: (517) 627-4201 | Email: cmischka@mi-osteopathic.org

Order Date: _____ Agency Name: _____

Company Name (as to appear in Advertisers Index): _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

() Winter 2012 () Spring 2012 () Summer 2012 () Fall 2012

Size: _____ Rate: _____ Premium/Position: _____

Agency Discount: _____ TOTAL: _____

Authorized by (please print): _____ Authorization signature: _____

Date: _____ PO Number: _____ MasterCard Visa American Express Discover

Credit Card No: _____ Code # _____ Expiration Date: _____

Printed Name of Cardholder: _____ Signature: _____

Advertising Terms and Conditions

“Publisher” refers to the MOA. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

General Rate Policy *To earn volume or frequency rates:*

- 1) The contract year is 4 issues;
- 2) A signed contract or order must be received and accepted by the publisher by the next issue after the first insertion;
- 3) Advertising must be inserted within one year from the effective date of the contract or order.

If an advertising contract or order is exceeded or not fulfilled, the rate charged will be adjusted to the rate earned within 60 days after the termination of the contract period.

Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser’s order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

Contract and Copy Regulations

All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Cancellation Policy

Cancellation of ad space must be received in writing to publisher before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments

First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call your advertising sales representative for assistance and credit approval information.

Payments for all advertising are due upon receipt of invoice. VISA, MasterCard, American Express and Discover accepted.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

Publisher may refuse, without prior notice to any person, to run any advertising on behalf of an advertiser whose account is more than 90 days in arrears, as reflected in association records.