



Latino Medical Student Association

Founded to represent, support, educate, and unify Latino(a) Medical Students

2015 LMSA National Conference Guide

Advertisement Rates and Specifications

Effective May 2014

Advertisement Prices & Sizes

Ad Size	Price	Bleed		Trim		Live Area	
		Width (Inches)	Height (Inches)	Width (Inches)	Height (Inches)	Width (Inches)	Height (Inches)
Spread Full page bleed* (A)	\$1,500.00	17.25	11.25	17	11	16.5	10.5
Spread Full page non-bleed (B)	\$1,500.00	N/A	N/A	N/A	N/A	16	10
Spread ½ page Bleed* Horizontal (C)	\$1,075.00	17.25	5.625	17	5.5	16	5.25
Spread ½ page non-bleed Horizontal (D)	\$1,075.00	N/A	N/A	N/A	N/A	15.5	4.75
Full Page Bleed (E)	\$850.00	8.75	11.25	8.5	11	8	10.5
Full Page non-bleed (F)	\$850.00	N/A	N/A	N/A	N/A	7.5	10
½ page Island (G)	\$650.00	N/A	N/A	N/A	N/A	4.913	7.375
½ page non-bleed Vertical (H)	\$450.00	N/A	N/A	N/A	N/A	3.5	10
½ page Bleed* Vertical	\$450.00	4.125	11.25	4	11	3.75	10.5
½ page non-bleed Horizontal (I)	\$450.00	N/A	N/A	N/A	N/A	7.5	4.75
½ page Bleed* Horizontal (J)	\$450.00	8.75 8.625 (Facing page)	5.375	8.5	5.25	8	5
2/3 page non-bleed vertical (K)	\$600.00	N/A	N/A	N/A	N/A	4.833	10
2/3 page bleed* vertical	\$600.00	5.458	11.25	5.33	11	5.083	10.5
2/3 page non-bleed horizontal (L)	\$600.00	N/A	N/A	N/A	N/A	7.5	6.5



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2/3 page horizontal bleed*	\$600.00	8.75 8.625 (Facing page)	7.125	8.5	7	8	6.75
1/3 page non-bleed vertical (M)	\$350.00	N/A	N/A	N/A	N/A	2.16	10
1/3 page bleed* vertical (N)	\$350.00	2.791	11.25	2.66	11	2.416	10.5
1/3 page non-bleed square (O)	\$350.00	N/A	N/A	N/A	N/A	4.913	4.75
1/3 page non-bleed horizontal (P)	\$350.00	N/A	N/A	N/A	N/A	7.50	3
1/3 page bleed* horizontal	\$350.00	8.75 8.625 (Facing page)	3.625	8.5	3.5	8	3.25
¼ page non-bleed (Q)	\$250.00	N/A	N/A	N/A	N/A	3.5	4.75
¼ page non-bleed rectangle (R)	\$250.00	N/A	N/A	N/A	N/A	4.913	3.4375
¼ page non-bleed horizontal (S)	\$250.00	N/A	N/A	N/A	N/A	7.5	2.125
¼ page bleed horizontal*	\$250.00	8.75 8.625 (Facing page)	2.75	8.5	2.625	8	2.375
¼ page non-bleed vertical (T)	\$250.00	N/A	N/A	N/A	N/A	2.16	7.375
1/6 non-bleed horizontal (U)	\$180.00	N/A	N/A	N/A	N/A	4.913	2.125
1/6 page non-bleed vertical (V)	\$180.00	N/A	N/A	N/A	N/A	2.16	4.75

PREFERRED POSITIONS

Cover II & III (inside covers) or Op-Table of Contents	\$1,300.00
Cover IV	\$1,500.00



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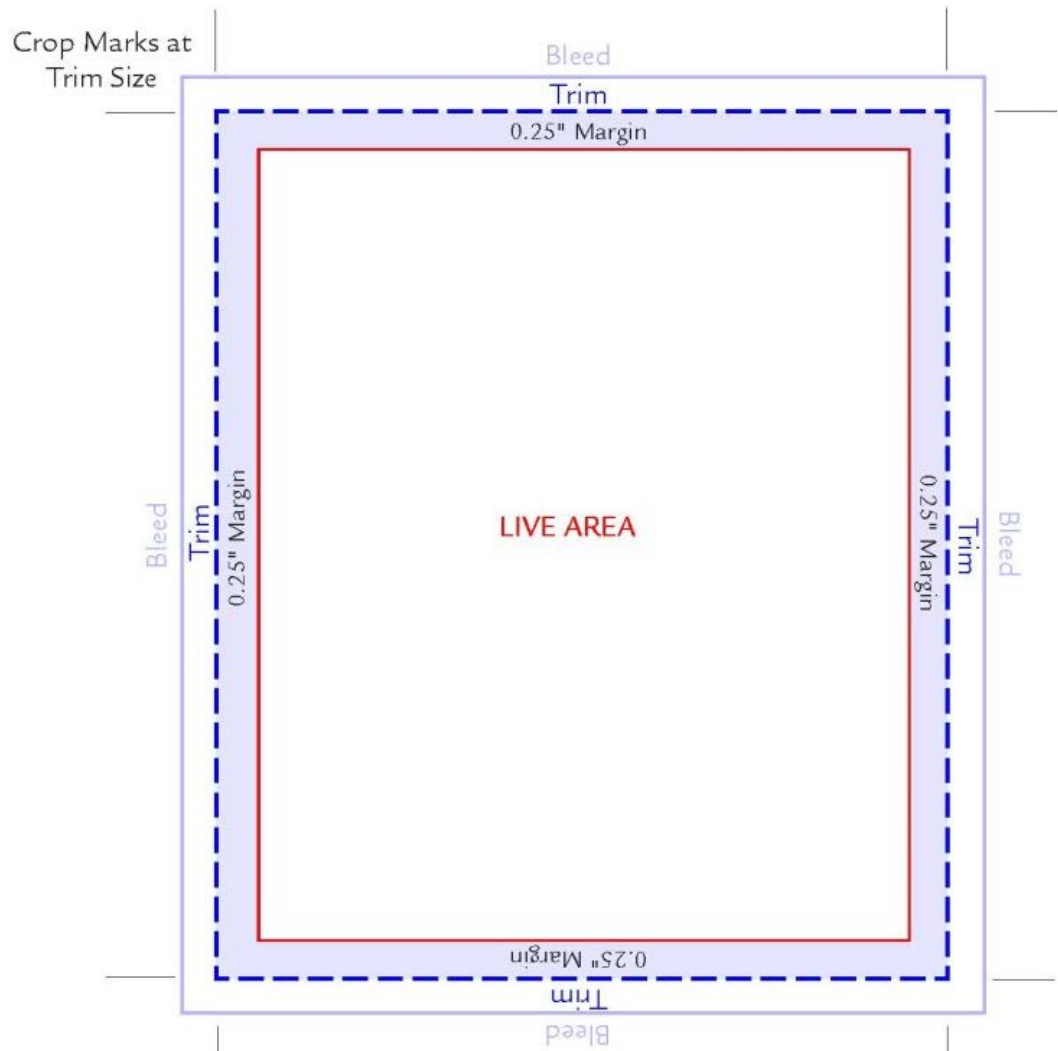
Specifications for supplied ads - please read carefully

PUBLICATION SPECS

- Printing: Web Offset/Digital
Specification for Web Offset Publications (SWOP) standards apply
- Binding: Saddle stitch
- Trim Size: 8.5" x 11"
- Live Area: 7.5" x 10"
- Bleed: 1/8"

AD REQUIREMENTS

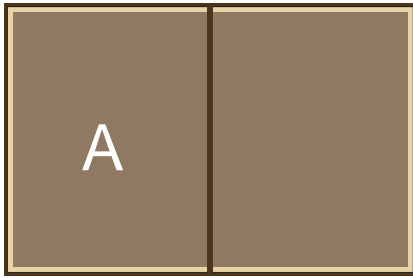
- All ads must be at least 300 dpi, including all text and images contained in the ad.
- Line screen: 150
- PDF/X1a is the preferred file format.
- Ads must include bleed (1/8") where noted above (*).
- *Safety*: All live matter must be kept 1/4" inside trim dimensions on all four sides.
- Please use CMYK for all color ads.



SUBMISSION DETAILS

- Files should be emailed to publications@lmsa.net
- One ad per PDF file. Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.
- **All digital ads can link to your website or email. If you would like this feature in the digital edition of the guide, please provide links with the ad.**

Print Ad Display Sizes



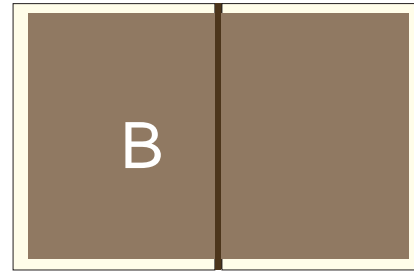
Spread full page bleed

Bleed untrimmed: 17.25" x 11.25"

Page trim size: 17" x 11"

Live area: 16.5" x 10.5", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50 of the middle is lost in gutter.



Spread full page non-bleed

Ad size: 16" x 10"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



Full page bleed

Bleed untrimmed: 8.75" x 11.25"

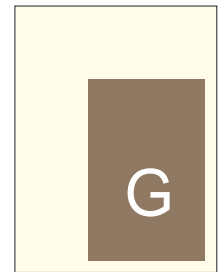
Page trim size: 8.5" x 11"

Live area: 8" x 10", 0.25" in from trim



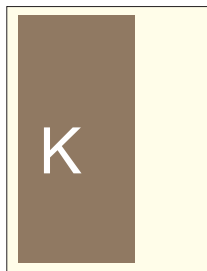
Full page non-bleed

Ad size: 7.5" x 10"



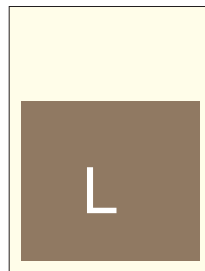
1/2 page island

Ad size: 4.913" x 7.375"



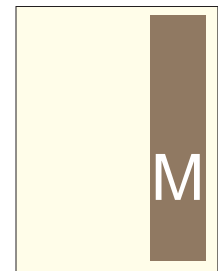
2/3 page non-bleed - vertical

Ad size: 4.833" x 10"



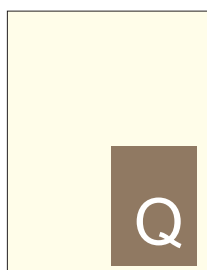
2/3 page non-bleed - horizontal

Ad size: 7.5" x 6.5"



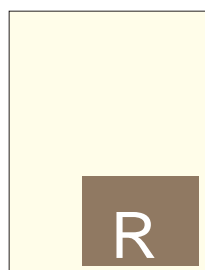
1/3 page non-bleed - vertical

Ad size: 2.16" x 10"



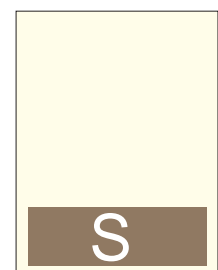
1/4 page non-bleed

Ad size: 3.50" x 4.75"



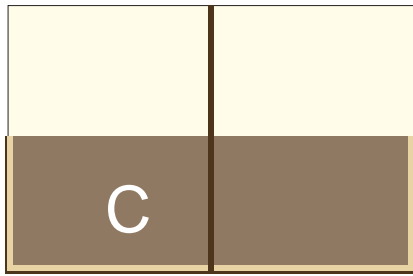
1/4 page non-bleed - rectangle

Ad size: 4.913" x 3.4375"



1/4 page non-bleed - horizontal

Ad size: 7.50" x 2.125"



Spread half page bleed - horizontal

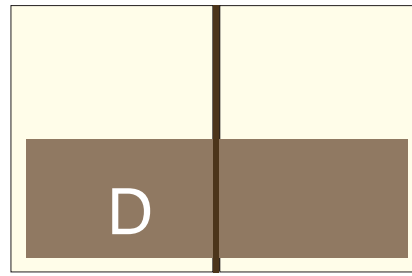
Bleed untrimmed: 17.25" x 5.625"

Ad trim size: 17" x 5.50"

Live area: 16" x 5.25", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.

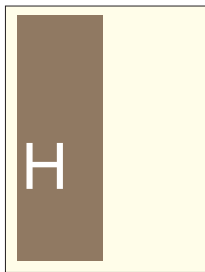
NOTE: Ad bleeds on 3 sides from trim



Spread half page non-bleed - horizontal

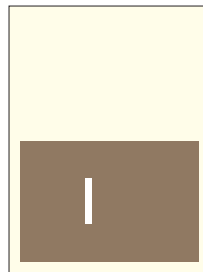
Ad size: 15.50" x 4.75"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



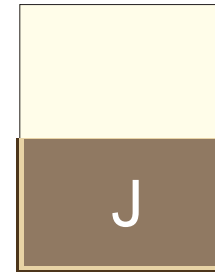
1/2 page non-bleed - vertical

Ad size: 3.50" x 10"



1/2 page non-bleed - horizontal

Ad size: 7.5" x 4.75"



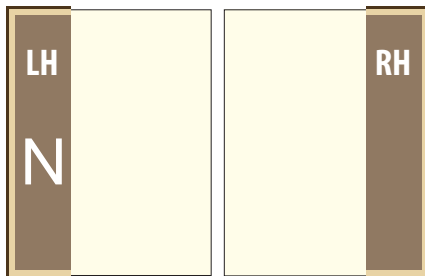
1/2 page bleed - horizontal

Bleed untrimmed: 8.75" x 5.375"

Ad trim size: 8.50" x 5.25"

Live area: 8 x 5", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



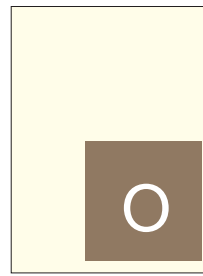
1/3 page bleed - vertical

Bleed untrimmed: 2.791" x 11.25"

Ad trim size: 2.66" x 11"

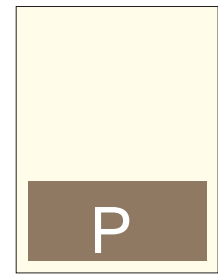
Live area: 2.416" x 10.50", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



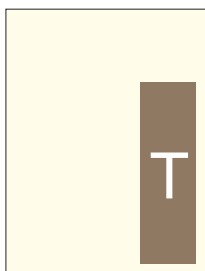
1/3 page non-bleed - square

Ad size: 4.913" x 4.75"



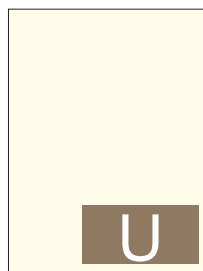
1/3 page non-bleed - horizontal

Ad size: 7.50" x 3"



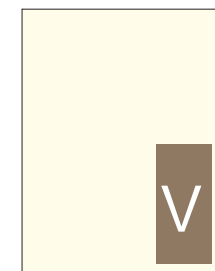
1/4 page non-bleed - vertical

Ad size: 2.16" x 7.375"



1/6 page non-bleed - horizontal

Ad size: 4.913" x 2.125"



1/6 page non-bleed - vertical

Ad size: 2.16" x 4.75"