

MPMA 2024 Advertising



Podiatric Profiles is the official magazine of The Michigan Podiatric Medical Association (MPMA). MPMA's mission is to promote, protect and advance the science and practice of podiatric medicine in Michigan. MPMA is an affiliate of The American Podiatric Medical Association.

Podiatric Profiles is a quarterly publication distributed semi-annually via mail and semi-annually via email. The publication is distributed to over 400 DPMs members throughout the state of Michigan with a total mailed circulation of over 600. The digital editions boast an average open rate of 63% with all ads hyperlinked to the advertiser's website. All editorial and advertising is subject to publisher approval and space availability. MPMA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

EDITORIAL SUBMISSIONS

Profiles accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of MPMA. Editorial submissions must be typewritten and sent via email to derek@kdafirm.com.

PAYMENT

Invoices are prepared following the publication of the newsletter. Payment is due within 30 days from the date of the invoice. To be eligible for the 4x rate, ads must be paid in advance for the year.

2024 CLOSING DATES

| ISSUE | DEADLINE | MAIL/EMAIL |
|----------------|-------------|------------|
| Winter (email) | December 15 | January |
| Spring (print) | February 15 | April |
| Summer (email) | May 31 | July |
| Fall (print) | August 15 | October |

PRODUCTION SPECS

Profiles is offset printed on 80# gloss enamel stock, four-color process using 175-line screen. PMS colors not accepted and will be converted to four-color process. Color ads must be sent in process color: cyan, magenta, yellow and black (CMYK). Trim size is 8.5"x11". Bleeds may be included on full page ads and must extend at least 1/8 of an inch beyond the trim size on all four sides. Live copy should be kept at least 1/2" from trim edge. Magazine is saddle-stitched.

DIGITAL REQUIREMENTS

We accept files via WeTransfer or email. All linked graphics and fonts must be collected for output and included with submission. Emailed files should be sent to melissa@kdafirm.com.

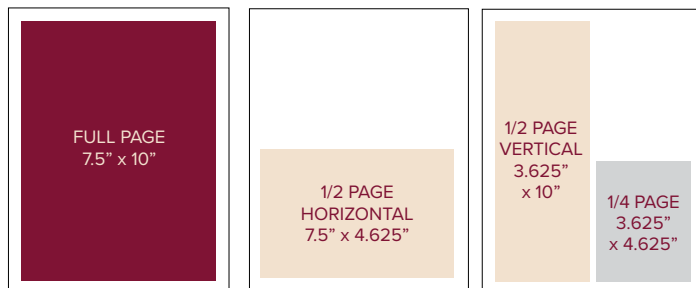
ACCEPTED FILE FORMATS

- PDF files with fonts embedded and raster images at 300 dpi
- Adobe Illustrator EPS with fonts converted to outlines and raster images at 300 dpi, include linked images
- Adobe PhotoShop TIFF, JPEG or EPS (300 dpi)
- Adobe InDesign with all fonts and linked images included

MPMA AD RATES

| FULL COLOR | 1X | 4X (prepay only) |
|------------|-------|------------------|
| Full Page | \$400 | \$1,200 |
| 1/2 Page | \$300 | \$900 |
| 1/4 Page | \$200 | \$600 |

AD DIMENSIONS



CLASSIFIED ADS

MPMA accepts classified ads in its quarterly publication, *Profiles*. Classified ads are free for MPMA members and \$100 for non-members with a maximum of 40 words. Classifieds will also run on the MPMA website for 3 months. Image and graphic files not accepted for classified placements. Email text for ad to derek@kdafirm.com.

[CLICK HERE FOR THE ONLINE ADVERTISING CONTRACT](#)