

ADVERTISING IN THE *SGIM ENEWS*

Enews is a bi-monthly electronic newsletter sent out by the SGIM national office to all SGIM members with active email addresses. It is usually sent out on the 1st and 15th of each month. While Enews is primarily a vehicle for SGIM national office to communicate with members, SGIM members occasionally request for information to be posted in Enews. The following guidelines apply:

- Enews blurbs are limited to 150 words and an active web link. Use Enews to drive members to another web site for more information.
- SGIM members may only request that items be posted to Enews on a SPACE AVAILABLE basis. Enews solicits the following types of information: educational conferences, member news (promotions, grants, etc), funding opportunities, awards opportunities within the society, committee or task force recruitment, committee surveys (outside of the full membership survey) or other information which would be of benefit to all SGIM members.
- Enews will no longer publish the following information: fellowships, advertisements, position announcements. These types of information may be posted on the SGIM web site or published in Forum (the SGIM newsletter) as a small cost. The guidelines for advertising in Forum are below. For more information, please email Michael Killeen, SGIM Administrative Assistant, at Forumads@sgim.org.

Deadline: The deadline line for submitting information for SGIM Enews is the 27th and the 12th of each month for the 1st and 15th publication dates.

SGIM reserves the right to refuse publication of material the society deems inappropriate.

For more information about SGIM Enews or to request publication of an item, contact Francine Jetton, Director of Communications and Publications at jettonf@sgim.org.

ADVERTISING IN THE *SGIM FORUM*

A monthly newsletter, the *Forum* offers the Society of General Internal Medicine's members commentary on important issues and informs them about organizational developments, national and regional activities.

COSTS:

CLASSIFIED ADS

Cost is calculated in 50 word increments. Example: A 215-word ad is counted as 250 words. It would cost non-members \$500. For the same ad, members would receive a 50% discount and pay \$250.

Category:

Non-Members, Advertising Agencies, and other third parties
Members -- 50% discount*

Rate per 50 words

\$100.00
\$ 50.00

***In order to obtain this discount, advertisers must include the sponsoring member's name in their advertising insertion order.**

DISPLAY ADS (Three Colors -- Black, White, and Red)

No discounts apply:

Size:

	<u>Rate</u>
¼ page (4.5" high X 3.25" wide)	\$300.00
½ page Horizontal (4.5"high X 7.25" wide)	\$500.00
½ page Vertical (9" high X 3.5" wide)	\$500.00

DEADLINES

Advertisements are due 3 business days before the issue in which you plan to advertise. For exact deadlines, please contact us at ForumAds@sgim.org.

SUBMISSION

All advertising insertion orders must be submitted in writing, preferably by email, and must include a contact name and phone number, and billing address.

- Classified Ads can be emailed to ForumAds@sgim.org or faxed to 202-887-5405.
- Display Ads must be camera ready, and can be sent to Michael Killeen as email file attachments, or as hard copy to the national office address, below.

PAYMENT

Prepayment by check, credit card (or billing authorization by purchase order) is required.

CONTENT

Acceptance of advertising in the Forum is at the discretion of SGIM. *Unless otherwise indicated, we assume that all advertisers are equal opportunity employers and are recruiting Board-certified internists.*

CONTACT

Direct all advertising insertion orders, correspondence, and questions to: Michael Killeen at ForumAds@sgim.org , 202-887-5150 or 800-822-3060.

WEB SITE POSTING

Classified advertisements printed in *Forum* are also posted on our web site, www.SGIM.org for the concurrent month(s) at no additional charge. Display advertisements for educational products may be posted on the web site for the same price as print display ads.

For information about placing an ad in the Journal of General Internal Medicine (JGIM), please call Springer at (212) 460-1642.

SGIM FORUM (print newsletter) Deadlines for 2007

Issue/Supplement	Closing Date
1 (Jan 2007)	10-Nov-06
2 (Feb 2007)	10- Dec-06
3 (Mar 2007)	10-Jan-07
4(Apr 2007)	10-Feb-07
5 (May 2007)	10-Mar-07
6 (Jun 2007)	10-Apr-07
7 (Jul 2007)	10-May-07
8 (Aug 2007)	10-Jun-07
9 (Sept 2007)	10-Jul-07

10 (Oct 2007)	10-Aug-07
11 (Nov 2007)	10-Sep-07
12 (Dec 2007)	10-Oct-07
1 (Jan 2008)	10-Nov-07
2 (Feb 2008)	10-Dec-07
3 (Mar 2008)	10-Jan-08
4 (Apr 2008)	10-Feb-08
5 (May 2008)	10-Mar-08
6 (Jun 2008)	10-Apr-08