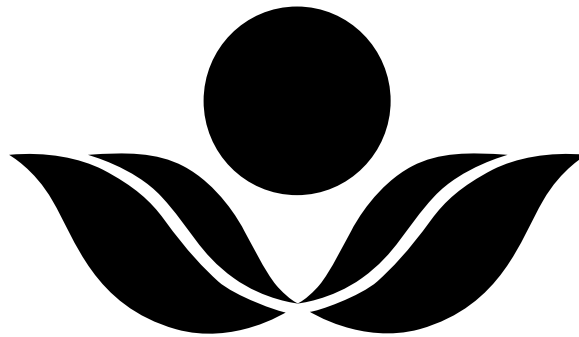


COLUMBUS MEDICAL ASSOCIATION

2010 On Call

Newsletter Advertisement Kit



On Call is the CMA's monthly 6-page newsletter distributed to over 2,200 physicians each month, as well as various health care and community leaders in Central Ohio. Our members appreciate this publication because it provides pertinent and timely information in a "quickread" format. Sponsors benefit from advertising in ***On Call*** because they are able to reach a highly targeted market – the physician community.

431 E. BROAD ST. COLUMBUS, OH 43215
P. 614/240.7410 F. 614/240.7415
WWW.GOODHEALTHCOLUMBUS.ORG

2010 ON CALL CONTRACT

page 1

Please complete contract in full and mail or fax to:
Columbus Medical Association (Attn: Lisa Oyer)
431 E. Broad Street
Columbus - Ohio 43215 fax: 614/240.7415

Ad Specifications:

Size: 4 1/2 x 4 3/4"

Color: Black & PMS 567

Art: Can be received as a press-optimized PDF, EPS
with PC fonts or a Quark X-press file with PC fonts
and high-resolution images

Insertion Price:

One Issue	Three Issues	Six Issues
-----	Per insertion (5% discount)	Per insertion (10% discount)
\$350	\$332.50	\$315

2010 *On Call* Newsletter Advertising

Please select month(s) you would like your ad to run

- January 2010
- February 2010
- March 2010
- April 2010
- May 2010
- June 2010
- July 2010
- August 2010
- September 2010
- October 2010
- November 2010
- December 2010

2010 ON CALL CONTRACT

page 2

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431 E. Broad Street
Columbus - Ohio 43215 fax: 614/240.7415

Payment Method (please check one)

Check VISA MasterCard Discover Card American Express

Name of Company: _____

Credit Card Number: _____

Name on Card: _____ Exp. Date: _____

Street Address: _____

City _____ State _____ Zip _____

Charge Authorization Amount: \$ _____

Contract Terms & Conditions

By signing below, the Company agrees that if selected as a CMA Advertiser, it and all its employees and agents will work in concert with the CMA and its representatives.

The CMA reserves the right to reject any advertising in our newsletter or website, or to decline to contract with any sponsor for any reason. CMA also reserves the right to require the word "advertisement" to appear in any ad. Notwithstanding the foregoing, sponsors are solely responsible for the content of, and any claims or assertions made in, ad advertisement printed in "On Call" or the Columbus Medical Association website. Cancellation of this contract may result in early termination fees.

CMA reserves the right, in its discretion, to decline to accept a company as a advertiser. This sponsorship contract is not binding upon CMA until and unless signed below by a representative of CMA.

If accepted, the CMA will fax or mail a signed copy of this contract to the company contact person named on page 1 of the contract.

Signature of Company Representative - Date

Signature of CMA Representative - Date

