

## Art Specifications

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### File Type:

TIF or PDF

### Color Mode:

CMYK, Grayscale or Black and White (if bitmap)

### Resolution:

300 dpi if CMYK/Grayscale

600 if B&W Bitmap

A minimum art charge of \$50 will be added onto the price of advertisements put together by our graphics department.

## Upcoming Deadlines

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	Placement	Artwork
Nebraska	Jan. 1, 2013	Jan. 15, 2013
Wisconsin	May 1, 2013	May 15, 2013
Minnesota	Aug. 1, 2013	Aug. 15, 2013
Iowa	Nov. 1, 2013	Nov. 15, 2013
Dakotas	Feb. 1, 2013	Feb. 15, 2013

## Rates

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Bold/Classified	\$105	Half Page	\$700
Eighth Page	\$250	Full Page	\$1000
Quarter Page	\$500		

Color & Cover advertising:.....please inquire

## Free Directories with Advertising

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Bold/Classified	3	Half Page	35
Eighth Page	5	Full Page	50
Quarter Page	10		

A 20% discount applies for display advertising in multiple directories.

Rates are not commissionable.

## Testimonials from Customers

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"We love the directory and use it constantly in transcription, medical records, scanning and release of information."

"We use the directory every day!"

"Thank you for this book. We use it a lot in our clinic. I call it my life line. I do our medical records. You make my job go smoother."

"I love your publications—they simplify my job tremendously."

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For **Deadlines**, please see inside.

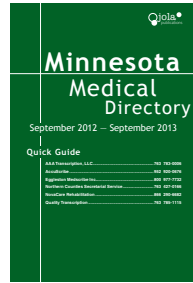
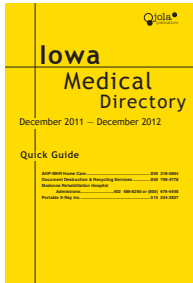
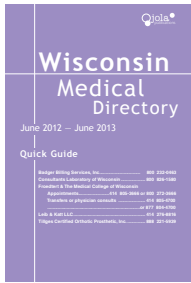
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*Jola Publications*  
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Toll Free 866-565-2782  
[jolapub.com](http://jolapub.com)

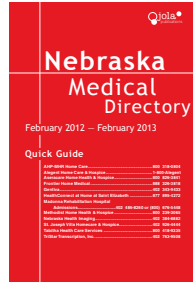
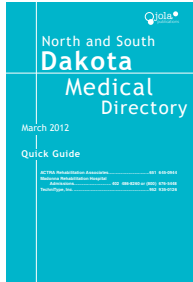


*Advertising in Jola Publications'  
Medical Directories*

## Medical Directories



Since 1985, Jola Publications has published state medical directories for Wisconsin, Nebraska, Iowa, Minnesota, and the Dakotas.



Our directories include:

- physicians
- hospitals
- clinics
- pharmacies (in Iowa, Nebraska and the Dakotas)
- nursing homes

There is no charge for these listings, which include addresses, telephone numbers, zip codes, specialties, NPIs and clinic fax numbers.

## How are they distributed?

- Participating clinics receive one complimentary copy.
- Advertisers may distribute copies to their customers. The number we provide depends upon the size of advertisement placed.
- Directories are available for purchase through Jola Publications. Contact us about pricing.

## Who uses the directories?

Clinic Managers • Physicians  
 Medical Secretaries • Hospital & Clinic Nurses  
 Home Care Agency Managers  
 Hospital Administrators  
 Medical Transcriptionists • Pharmacists  
 Nursing Home Personnel  
 Rehabilitation Facilities Professionals  
 Dialysis Centers • Discharge Planners  
 Funeral Homes • Home Care Nurses  
 Public Health Nurses • Home Health Screeners  
 Insurance Agencies • Law Offices • Medical Examiners  
 Medical Laboratories • Pharmaceutical Salespeople

## Advertising in the Directories

Directories include advertisement listings for providers to the health care industry including (but not limited to):

- Alzheimer & Dementia Care • Ambulance Services
- Billing Services • Cardiology Equipment & Services
- Collection Services • Computer Information Services
- Diabetes Supplies & Medications
- Drug & Alcohol Testing • Enterostomal Therapy
- Eye Donation • Handicapped Transportation
- Hearing Aids • Home Care Equipment & Services
- Hospice • Hospitals • Imaging Systems
- Information Security • Infusion Therapy Services
- Laboratories • Legal Services • Mastectomy Products
- Medical Billing • Medical Equipment & Repair
- Medical Oxygen • Medical Staffing & Supplies
- Mobile Diagnostics & X-Ray • Nursing Homes
- Occupational Therapy • Open Sided MRI
- Orthotics And Prosthetics • Paramedical Services
- Physical Therapy • Rehabilitation

## Bold Listings

Bold/Classified listings include:  
 Company name, address, phone, fax, e-mail and website.

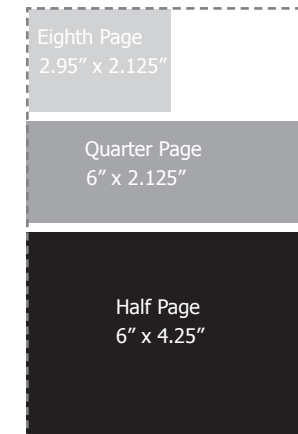
A free bold/classified listing is included with purchase of display advertising.

## Display Advertisements

Medical Directory Display Dimensions  
 (width x depth)

	Vertical	Horizontal
Full page	6" x 9"	
Half page	2.95" x 8.75"	6" x 4.25"
Quarter page	2.95" x 4.25"	6" x 2.125"
Eighth page	2.95" x 2.125"	

### Horizontal Ads



Full Page 6" x 9"

### Vertical Ads

