

Advertising in the LECOM Connection



By placing your ad in the LECOM Connection you will be reaching highly motivated professionals including physicians, pharmacists, dentists, health care and education administrators and government leaders. Each quarter, LECOM distributes 8500 copies of the Connection. More than 3300 medical, pharmacy, and dental students receive the magazine electronically and thousands of visitors to the LECOM website have access to the magazine and its advertisers.

All ads placed in the LECOM Connection will have hyperlinks included in the electronic version to direct readers to your companies website.

Advertising proceeds benefit the LECOM Student Scholarship Fund.

Rates

AD RATES	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page Inside Cover	\$1450	\$1400	\$1350	\$1300
Full Page	\$1250	\$1200	\$1150	\$1100
Half Page Back Cover	\$1000	\$950	\$900	\$850
Half Page	\$675	\$625	\$575	\$525
Quarter Page	\$350	\$300	\$250	\$200

Specifications

AD SIZES	W	H	
Full Page	8.5 x	11in.	All ads are full color and must be sent electronically. CD submission via mail is acceptable. Disks will not be returned.
With Bleed	8.75 x	11.25in.	
Safe Area	8 x	10.5in.	
Half Page	8.5 x	5.5in.	Acceptable files are Adobe PDF (preferred), TIFF and JPEG. Color space must be CMYK (4-color process) and at 300dpi.
With Bleed	8.75 x	5.75in.	
Safe Area	8 x	5in.	
Quarter Page	4.25 x	5.25in.	All ads must use the dimensions listed above and pertinent information to the ad must be inside the safe space. LECOM cannot be responsible for any information or live matter placed outside the safe margin that is trimmed or cut off. If ads do not follow the above specifications, they will be rejected.
With Bleed	4.5 x	5.5in.	
Safe Area	3.75 x	4.75in.	

For more information, please contact the LECOM Communications and Marketing Department at (814) 866-6641. All ads can be sent to communications@lecom.edu.