

2009/2010 Physician Guide Listing Form

A separate form, completely filled-out, for each listing is required.

Listing Deadline: Monday, August 24, 2009

Listing category: _____

Physician name: _____

Title (i.e. M.D., D.O., D.P.M.): _____

Specialty: _____

Board Certification: _____

Medical school: _____

Medicare accepted: Yes No

Street address: _____

City/State/Zip: _____

Phone: _____

Web site address: _____

Only one address, phone number and school of medicine per listing. For physicians with more than one address or specialty, additional listings may be purchased (call for details). Only one photo is necessary for multiple listings.

Use last years' photo Photo enclosed (black & white preferred) Use Medical Society insignia instead of photo

Number of listings - \$279 per listing _____ \$139 per extra address _____ Total \$ _____

Check enclosed Credit card (see below) Please bill me (pre-approved credit only)

Please call me for an appointment to answer further questions or to place a display ad in addition to my listing.

Physician's signature: _____

Email address: _____

Please circle one: Credit Card Number _____

VISA Exp. Date _____ Today's Date: _____

MASTERCARD Name on Card _____

AMEX Signature _____

DISCOVER

Mail completed form and photo with payment to:
Herald-Tribune Media Group, P.O. Box 1719, Sarasota, FL 34230

Place copy of
photo here

Clip here and mail.

2009/2010 Herald-Tribune Physician Guide

AN ADVERTISING PUBLICATION OF THE HERALD-TRIBUNE MEDIA GROUP

SERVING SARASOTA
& MANATEE COUNTIES



 **Herald-Tribune**
media group
get more out of your advertising

Publication Date: Sunday, October 18, 2009

Listing Deadline: Monday, August 24, 2009

Display Ad Deadline: Wednesday, August 26, 2009

Don't miss this opportunity to be included in one of the most useful and popular Herald-Tribune supplements — the 18th annual Physician Guide.

Publishing Sunday, October 18, 2009, this year-long reference guide **will reach more than 249,000 Herald-Tribune readers in Sarasota and Manatee counties.** In addition,

more than 5,000 copies will be distributed through the offices of participating advertisers and other key locations in our community.

The 2009/2010 Physician Guide is enhanced by an **interactive online edition that includes hot links** to physicians' Web sites, **available all year** on HeraldTribune.com. HeraldTribune.com receives more than 5 million page views each month, seen by over 600,000 unique visitors.*

To advertise, contact your Herald-Tribune marketing consultant or call:

Sarasota **(941) 361-4000**
 Manatee **(941) 745-7800**
 Venice, North Port, and Englewood **(941) 486-3030**

*Source: Omniture, 12-month average ending March 2009



Individual Physician Listing

**Listing Deadline:
Monday, August 24, 2009**

Each participating physician will have a listing sorted by category. Individual physician listings may be submitted by filling out the form on the back of this brochure and returning it with photo and payment.

Full-page Business Profile

Enjoy an expanded advertorial profile in the Physician Guide! Invite the community to learn more about you and your practice. The profile, which looks like a "news" story, will include 400 words of text plus a photo.

Display Advertising

**Display Ad Deadline:
Wednesday, August 26, 2009**

Display advertising is an ideal vehicle for physicians, health care professionals and health-related businesses to enhance their listing and provide additional information to potential clients. Display ad copy may not be formatted to look like listings.

FREE 1/4 page ad in Health+Fitness (\$225 value) with any new display ad or display upgrade from 2008.

Display Advertising	Sizes	Rates
Full Page - Advertorial	10" x 9.762"	\$2,225
Full Page - Glossy	10" x 9.762"	\$2,303
Full Page - Glossy, Bleed	11" x 11"	\$2,303
Full Page	10" x 9.762"	\$1,972
Half Page - Vertical	4.931" x 9.762"	\$995
Half Page - Horizontal	10" x 4.812"	\$995
Quarter Page	4.931" x 4.812"	\$512
Physician Listing		\$279

Color Rates

1 color plus black	\$175
2 color plus black	\$250
Process color	\$295

Examples of Individual Physician Listings (not actual size)



CARDIOLOGY

George T. Sachs, M.D., F.A.C.C.
Cardiology and Vascular Diseases

BOARD CERTIFICATION: Cardiology and Internal Medicine - American College of Cardiology; Nuclear Cardiology; Peripheral Vascular Disease; American Heart Association; Nuclear Board Certified, American Society of Nuclear Cardiology; American Society of Electrocardiography, Sarasota County Medical Society, Echocardiography

MEDICAL SCHOOL: Emory University and University of Minnesota

2500 E. Venice Avenue, Suite 102, Venice, FL 34285
 15505 S. Tamiami Trail, North Port, FL 34287
 941-515-0027 • www.universityparkderm.com

Medicare &
Most Insurance
Accepted



FAMILY PRACTICE

Samantha Jones, D.O.
Family Medicine and Urgent Care

BOARD CERTIFICATION: American Board of Family Practice; Sarasota County Medical Society

MEDICAL SCHOOL: Stanford University, School of Medicine

2929 Main Street, Sarasota, FL 34236
 2525 S. Tamiami Trail, Venice, FL 34287
 941-525-5330
 www.familycare.com

Medicare
Accepted



CARDIOLOGY

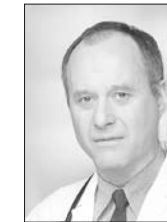
Sarah Connor, M.D., F.A.C.C.
Cardiology and Internal Medicine

BOARD CERTIFICATION: Cardiology and Internal Medicine - American College of Cardiology; Nuclear Cardiology; Peripheral Vascular Disease; American Heart Association; American Society of Electrocardiography, Sarasota County Medical Society, Echocardiography

MEDICAL SCHOOL: Dartmouth Medical School

1234 First Street, Sarasota, FL 34236
 941-515-2227
 www.vascular-disease.com

Medicare
Accepted



OPHTHALMOLOGY

Robert J. Douglas, M.D.
Vitreous-Retinal Surgeon

BOARD CERTIFICATION: American Board of Ophthalmology, Sarasota County Medical Society, Ophthalmology

MEDICAL SCHOOL: John Hopkins University, NYU Medical

5736 27th Avenue W., Suite 109, Bradenton, FL 34285
 941-515-0027
 www.universityparkderm.com

Medicare &
Most Insurance
Accepted

Example of Half-page Horizontal Display Ad (shown smaller than actual size)



Our patients are our priority.

How many times have you walked into the doctor's office thinking, "I'll get right in, no problem," only to have to sit and wait for two hours. Patient care should be prompt and it's our goal to see the patient within a half hour of their appointment.

Our clinic specializes in family and internal medicine. You'll find a highly trained staff of dedicated professionals. We will take 30% off the examination fee of your first office visit as proof that good health care shouldn't cost you a lot of money.

30% off exam fee

Cornell Medical Associates
1234 W. Jackson Street 555-0000