

Advertising Information for Vocal Chords Advertising Rates Per Issue:

(Sizes may be adjusted to fit your ad)

General Information: Vocal Chords contains clinical, socio-economic and legislative news relating to

Deadline: one week prior to publication.

Circulation: Vocal Chords is Individually distributed to physician members of the Manatee C



Back Page (7 3/4 x 7, est. ~~\$700.00~~ of page One Color, Medical Society chooses Color)



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Full Page (8 x 101/2) \$600.00

EDITOR'S MESSAGE Con't

We, as physician groups fight over issues that are not distinctly part of our profession, in order to preserve our profession. For example, we're in a continued struggle to repel the SGR (Sustained Growth Rate), to balance our increasing business costs, and to be able to treat the people behind all

the gorillas; in order to ultimately do what doctors do: treat everyone equally from a humanist point of view. When we're treating a patient we should not be looking over our shoulders, at the juror, the insurance adjuster or the consumer reporter. We're fighting to make their presence smaller. We're fighting to preserve the intimate nature of the doctor-patient relationship.

Back to our original story; fortunately, for the 2 doctors in the John Ritter lawsuit, the jury returned a defendant's verdict. The doctors were not present for the verdict - they were working. The Ritter family vowed to continue to support a foundation to increase awareness of aortic diseases; no doubt aided by the \$14 million they had already received in settlements by the hospital and 8 other defendants before the February trial.

Frank Loh, MD



"Hospice is About Living"

When we found out my husband Alex wouldn't survive his illness, a feeling of hopelessness swept over us. Then our physician told us about TideWell Hospice and Palliative Care. Their team of professionals worked hand-in-hand with our doctor not only to treat his pain, but also to bring peace, dignity and comfort to our whole family.

After our loss, TideWell offered to support us by providing bereavement services to our entire family. TideWell was there to provide Alex a better quality of life and they have continued to be a part of our family ever since. Thank you, TideWell.

— Sharon Cornell

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- CAT Scan
- Ultrasound
- Open MRI
- Heart Scan
- High Field MRI
- Virtual Colonoscopy
- Mammography with Computer Aided Detection

OUR DOCTORS

- Dennis M. Conroy, M.D., Medical Director
- August W. Graham, Jr., M.D., Practice Manager
- Robert J. Sefcik, M.D.
- Dennis M. Sefcik, M.D.
- Rolan J. Dingleton, D.O.

ALL INSURED ARE ACCEPTED. JOHN HANCOCK

www.manateediagnostic.com

2008 MEMBERSHIP MEETINGS

Tuesday, May 20th, 2008
Mangrove Grill—Social only

Tuesday, August 26th, 2008
Mattison's Riverside Grill

Saturday, November 15th, 2008 Holiday Ball
INGLD Conquistador Country Club

SPECIAL THANK YOU TO ALL OUR ADVERTISERS

- Bradenton Herald
- Chad's Painting
- Comp Options/Prof Benefits
- Financial Services of Bradenton
- FPIC
- Harbour Walk/Signature Homes
- Manatee Diagnostic Center

Quarter Page (3 1/2 x 4) \$250.00

HAPPY MOTHER'S DAY
MAY 11TH

HAVE YOU PAID YOUR 2008 MCMS Dues ?

Your payment can be mailed to the MCMS (4808—26th Street West, Bradenton, FL 34207)

Questions? Call 941-755-3411
Or e-mail: hr.gaffin@manateemed.org

Thank YOU for your continued support!

TOGETHER WE ARE STRONGER

See page 22 for all your member Benefits Information!

SAVE THE DATE

2008 FMA Annual Meeting

July 31- Aug. 3, 2008
Rosen Shingle Creek Resort
Orlando, FL

Your Delegates this year are:

Scott Clulow, DO, Aaron Sudbury, MD,
Michael Seeman, MD, Jennifer McCullen,
Dennis Koselak, MD, MD, George Thomas,
MD, Dwight Fitch, MD & for Cardiology—
Alberto Montalvo, MD, Pain Management—
Lorrie Brown, MD

THE POWER OF A LEADER

True leaders are not those who strive to be first but those who are first to strive and who give their all for the success of the team. True leaders are first to see the need, envision the plan and empower the team for action. By the strength of the leader's commitment, the power of the team is unleashed.

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Business Card Ad **\$75.00**

Flyer Insert (400) **\$250**

Terms of Payment: Payments are due when issue is released. Checks can be made payable to the Manatee County Medical Society.

Vocal Chords is the official publication of the Manatee County Medical Society. MCMS reserves the right to edit or omit any advertisement.

For Vocal Chords Advertising Contract:
[Click Here](#)

Website Advertising

General Information: Vertical Rotating Banner with link to your website. Banner is displayed directly on the home page of the ManateeMed.com website. Email your banner (requested size: 700 x 135 pixels, requested file format: jpg).

Banner

- **\$625** for 6 months. ***Month(s) of interest-must be consecutive***
- **\$895** for 12 months. ***Month(s) of interest-must be consecutive***

Square Ads

- **\$395** 6 months. ***Month(s) of interest-must be consecutive***
- **\$595** 12 months. ***Month(s) of interest-must be consecutive***

Terms of Payment: Payments are due prior to publishing banner ad live to website. Checks can be made payable to the Manatee County Medical Society.

For Website Advertising Contract: [Contract-rate sheet.pdf](#)