



**HUMBOLDT-DEL NORTE
COUNTY MEDICAL SOCIETY**

North Coast Physician

JULY 2024

Happy Summer!



In This Issue...

PACE Update.....

Public Health Update.....

Congress Reintroduces CMA Supported Legislation to
Reform Prior Authorization.....

and more.....

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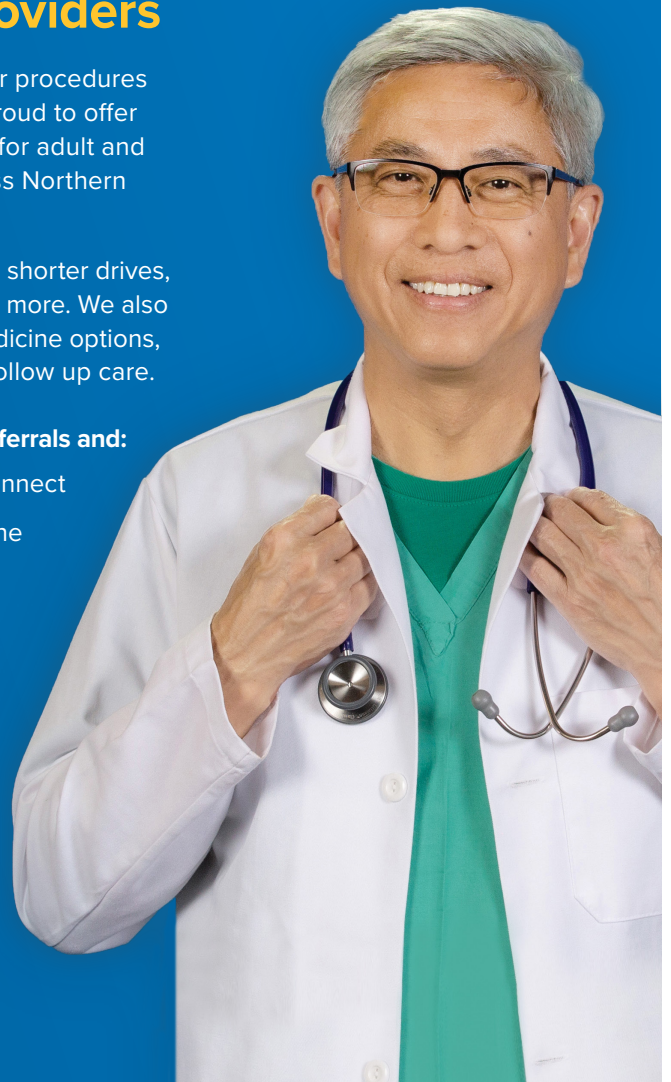
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- Keep you abreast of new services, providers and research programs
- Arrange meetings and webinars, and share information about CME and events

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Felicity Arain | 916-882-1606 | fcarain@ucdavis.edu

Frank Ing, M.D., F.A.C.C., M.S.C.A.I.
Chief, Division of Pediatric Cardiology
Codirector, UC Davis Pediatric Heart Center
Professor of Pediatrics
Specialty: Pediatric Cardiology



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North Coast Physician

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June Cover Photo:

"Low Tide Mud Flats

Stephen Kamelgarn, M.D.

North Coast Physician is published monthly by the **Humboldt-Del Norte County Medical Society**, 3100 Edgewood Road, P.O. Box 6457, Eureka, CA 95502. Telephone: (707) 442-2367; FAX: (707) 442-8134; E-Mail: hdcnms@gmail.com
 Web page: www.hdcnms.org

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Redwood Coast PACE Update

Jennifer Heidmann, M.D.



Our local Program of All-Inclusive Care for the Elderly (PACE) turns 10 this year. We remain the only rural PACE program in the state of California. We started with 2 participants and now have over 300. We have a PACE center in Eureka and Fortuna, and a 3rd Center opening toward the end of this year in Arcata.

I recently spoke to public health officers from multiple rural counties about how to support health for older adults in rural California (via the California Center for Rural Health Policy at Cal Poly Humboldt). PACE does provide a solid model of care, in its interdisciplinary approach, and mission to help people age in place. Getting a PACE program started in a rural area is not easy, though, and it will take continued advocacy and efforts to help rural older adults access needed services. Even in our community, PACE is a covered service for people with both Medicare and Medi-Cal, while those with only Medicare will have a share of cost. The National PACE Association is advocating with legislators to reduce barriers to care for all.

PACE originally developed in San Francisco over 50 years ago, when a dentist and social worker were tasked with planning a nursing facility for elders in Chinatown. The cultural dissonance of “placing” elders led these two to pursue a different route-which grew into PACE as we now know it. This involves a day center people can attend, transportation to appointments, in home care, medical and nursing care, social work supports, a dietitian and ensuring food insecurities are addressed, physical and occupational therapies and maybe most important the

creation of a community. In the PACE world the saying goes “if you’ve seen one PACE, you’ve seen one PACE”. Though PACE is a highly regulated program, each specific site develops in a way that best serves its particular community.

Good geriatric care, or I should say good care for any age, involves time and attention. I recently saw that a bill is coming to the California legislature regarding more continuing education requirements for primary care physicians and other providers on dementia. While I am always in favor of education, I see this as trying to solve a problem by putting the onus on individual providers of care. Actually, most of us serving older adults have good education in dementia and other chronic illness care, but not enough time to do it. Except at PACE, which uses a model of high intensity, patient-centered care in partnership with the people that participate in our program. No system will ever be perfect, but allowing for the development of relationships over time, and a truly open-door approach to care that addresses social determinants of health as well as specific medical needs is a pretty good place to start.

I am in about my 22nd year as a physician in this community, and in a couple of months would qualify (by age) for PACE. As we all age, and set the stage for a sustainable place to do so in our county for our patients and friends and family and neighbors, it would behoove us to think about the systems of care that we choose to work in, and whether they allow us to realistically care for each other. All the education and RVU incentives in the world do not make a 15 minute visit adequate to address complicated matters

of health. We enjoy having residents and students rotate through PACE, as a chance to see another approach.

It continues to be an honor to serve as Medical Director, and I hope to see our program continue to grow and improve to meet the needs of our community. In August we will be welcoming a new full time physician who is fellowship trained in geriatrics, Dr Celeste Sayles-Croy. Dr Allison Burton, Dr Uzi Selcer, and our nurse practitioners Roxane Heiob and Susanne Ross round out our team. We appreciate calls and communication about our program and the care of our participants. We are “responsible” for our participants 24/7/365, and like to be involved in their care, so don’t be surprised when we call colleagues for care coordination. It is a joy for us to be a part of the larger medical community, and offer our services to some of the most vulnerable people in our county. §

**SIGN UP TO HOST
FRIDAY PM ROUNDS
IN 2024
FIRST FRIDAY OF
MONTH 6-8 P.M.**

Please Contact the
Medical Society at
hdncms@gmail.com if you
are interested in hosting in
2024 or 2025.

Public Health Update

Candy Stockton, MD

An update on the status of Avian Influenza (H5N1):

- The CDC, CDFA, and FDA are closely monitoring the progress of the Avian Influenza (H5N1) strain outbreak that has been occurring in wild birds across the country since 2022.

- Early this year, we began to see cases of H5N1 avian flu spreading to dairy cattle, now in several states. There have been three human cases associated with this in the US, as well as a handful of cases in other countries. In the US, all three cases have been mild and recovered without spread to contacts. There have been more serious illnesses and deaths reported in other countries.

- As of today (June 24th), there have been no human or dairy herd cases in California, although we have had confirmed cases in wild birds and other animals.

- We still assess the risk to the general population as low. The concern here is two-fold: it has a commercial impact since it affects dairy cows/goats, and this version of influenza (when passed to humans) could mix with other strains of influenza in a human host and produce something that is more concerning.

- Cows who become infected generally recover after a couple of weeks. This is different than in poultry, where nearly all infected birds die, and standard practice is to euthanize the entire affected flock. Milk produced by infected animals can carry the virus (early reports suggest the virus is concentrated in the udder); pasteurization is effective at inactivating the virus. No pasteurized milk has tested positive for the active virus. There are rumors circulating in some forums that drinking raw milk can help build your immunity for this: please remind your

patients that there are multiple health risks associated with raw milk products.

- Dairy goats are included in the commercial animals at risk, and we've just been told that alpacas are being added to the list of at-risk herds (information still coming on this).

- Many people are asking how this may affect county fairs. Recommendations for county fairs are in the final stage of review and due to be released this week. No information yet on what the guidance will contain.

- The standard influenza A assays in your laboratories cannot distinguish between this and the more common strains of influenza A. If you do have a patient test positive for influenza A this summer, we are asking that you contact us to send the specimen to the public health lab for typing. Keep this in mind particularly with your patients who work with dairy animals. §

HDNCMS Upcoming Events

July:

7/17/24 - Executive Board Meeting, 7:00PM

August:

8/2/24 - Friday PM Rounds Open House @ Arcata Community Health Center, 6:00-8:00PM

8/21/24 - Executive Board Meeting, 7:00PM

September:

9/6/24 - Friday PM Rounds, Meet the new Residents 6:00-8:00PM

9/8/24 - Fall Family BBQ @ Sequoia Park 12:00-2:00PM

9/18/24 - In Person Executive Board Meeting, 6:00PM social hour 7:00PM meeting

October:

10/16/24 - Executive Board Meeting 7:00PM

10/26/24-10/27/24 - House of Delegates, Sacramento

November:

11/16/24 - Annual Membership Gala @ The Ingomar Club

Nominate an Outstanding Colleague for 2024 CMA Service Awards

Every year, the California Medical Association (CMA) honors inspirational physician members during its annual House of Delegates in October. CMA is now accepting nominations for the following awards for 2024:

Compassionate Service Award

This award honors a CMA member physician who best illustrates the association's commitment to community and charity care. Eligible for nomination are physicians or physician organizations that have demonstrated a history of providing charity or donated care to communities within

the state of California.

Frederick K.M. Plessner Memorial Award

This award honors a California physician who best exemplifies the practice and ethics of a rural practitioner, with particular emphasis on charity care. Eligible for nomination are physicians currently in active practice or retired from active practice for a period of no longer than three years.

Dev A. GnanaDev Membership Award

This award demonstrates a special or unique effort toward membership recruitment resulting in membership growth in

their area during the past year.

Gary Nye, M.D., Award

This award honors significant contributions toward improving physician health and wellness. This award requires a completed nomination form, which is available for download here.

Nominations must be sent by Tuesday, July 16, 2024, to nominations@cmadocs.org.

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U.S. Supreme Court Dismisses EMTALA Case - Sending the Issue Back to Lower Courts

In a temporary reprieve for reproductive freedom, the U.S. Supreme Court today dismissed Idaho's appeal of a lower-court order that paused the state's near-total abortion ban. The action at least temporarily prevents interference with enforcement of the federal law that allows women to receive abortion care in emergency situations in which their health is at risk while the issue is returned to the lower courts.

At issue in these consolidated cases – Idaho v. United States and Moyle v. United States – was whether state abortion bans trump long-standing federal law that requires hospitals to provide stabilizing treatment to any patient who presents to their emergency rooms. The federal Emergency Medical Treatment and Labor Act (EMTALA) requires hospitals to provide necessary abortion care to pregnant people experiencing medical emergencies irrespective of any conflicting state law. Every hospital in the United States that operates an emergency department and participates in Medicare is subject to EMTALA.

“The U.S. Supreme Court's ruling today is at least a temporary victory for patient rights. For 40 years, EMTALA has played an essential role in helping to stabilize pregnant people facing medical emergencies,” said gynecologist and California Medical Association (CMA) President Tanya W. Spirtos, M.D. “With as many as 15% of pregnancies experiencing potentially life-threatening conditions, it is critically important that states with abortion bans are not allowed to endanger the lives of pregnant people by denying them the emergency care they need.”

Being denied care has and will continue to result in increased maternal health complications and negative, long-term health effects for pregnant people, including loss of future fertility. Every pregnancy is different, and circumstances can change quickly. Health care providers need to be able to provide evidence-based care, which can include abortion, to protect the pregnant patient's life and health.

“As physicians, we at CMA stand strongly in support of the fundamental

right to access reproductive health care services. While we are relieved that the Court ruling today prevents states from denying emergency medical care to pregnant patients, we know this fight is not over,” said Dr. Spirtos. “CMA will continue to steadfastly champion policies that ensure that patients can get the care they need, when and where they need it, and that personal medical decisions can be made by individuals, in consultation with their health care providers, not by ideologically driven lawmakers or judges.”

This action is the second in as many weeks taken by the U.S. Supreme Court on the issue of abortion access. Earlier this month, the Court ruled that the plaintiffs in Alliance for Hippocratic Medicine v. U.S. Food and Drug Administration (FDA) lack standing to sue over the FDA's approval of the abortion medication, mifepristone. While the Court did not rule on the merits of that case, the opinion for now preserves access to mifepristone, which was used in nearly two-thirds of all abortions in the U.S. last year. §

CMA PRACTICE RESOURCES (CPR)

CPR IS A FREE MONTHLY E-MAIL BULLETIN FROM THE CALIFORNIA MEDICAL ASSOCIATION'S CENTER FOR ECONOMIC SERVICES. THIS BULLETIN IS FULL OF TIPS AND TOOLS TO HELP PHYSICIANS AND THEIR OFFICE STAFF IMPROVE PRACTICE EFFICIENCY AND VIABILITY.

Free Subscription: <https://www.cmadoocs.org/practice-management>

HDN Tattler

HAPPY BIRTHDAY WISHES IN JULY TO:

DRS: Abolnik, Anagnostou, Bell, Chavez, Dana, Estlin, Fischer, Gordon, Han, Hardy, Holland, Holmes, Jorge, Loya, Marshall, Moore, Moy, Ohnemus, Palmer, Raunig, Sacks-Wilner, Shattuck, Stokes, Wilcox, Wimmer.

.....
• If you have any news you'd like to share with your colleagues: births, marriages, get well wishes, •
• deaths, something you'd like to "brag" about or notify your colleagues of or thank them for, Please •
• let us know so we can include it in the "HDN Tattler". •
.....

Coming, Going & Moving Around

COMING/HERE:

Kamesh Parashar, M.D. PMG Hospitalist 6/1

GOING:

Robert Henriques, M.D. Willow Creek Comm. Health Center
Eva Smith, M.D. K'IMA:W Medical Center

MOVING AROUND:

If you hear of someone coming, going or moving around please let the office know!

Health Awareness Calendar

July

Cord Blood Awareness Month
Group B Strep Awareness Month
Healthy Vision Month
Juvenile Arthritis Awareness Month
National Cleft & Craniofacial Awareness Month
Sarcoma Awareness Month
UV Safety Month
July 28: World Hepatitis Day

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Congress Reintroduces CMA-Supported Legislation to Reform Prior Authorization

Last week, 180 members of Congress, including 135 members of the U.S House of Representatives and 45 senators, introduced a strong, bipartisan bill to improve the prior authorization process for physicians and patients in Medicare Advantage, building on widespread support for prior authorization reform in the last Congress.

Supported by the California Medical Association (CMA), the American Medical Association (AMA) and nearly 400 health organizations, the updated Improving Seniors' Timely Access to Care Act of 2024 (S. 4532 / H.R. 8702) will streamline health plan bureaucracy to help ensure that Medicare patients can get the care they need, when they need it.

Prior versions of the bill garnered wide, bipartisan support, but stalled because of the high legislative cost of the bill. The updated bill features targeted policy changes to reduce the scored cost of the legislation.

This legislation will also codify in statute many of the reforms contained in the comprehensive prior authorization regulations recently finalized by the Centers for Medicare and Medicaid Service (CMS), which further reduces the cost of the legislation and will ensure another administration cannot rescind the regulations in the future. Specifically, the bill would:

Establish an electronic prior authorization process for Medicare Advantage plans, including standardization of transactions and clinical attachments.

Increase transparency around Medicare Advantage prior authorization by requiring plans to list all services subject to prior authorization, the number of services denied and overturned on appeal and the average and median amount of time that elapsed during the previous plan year between the submission of a specified request to the plan and the determination by the plan, by item and service.

Clarify CMS authority to establish tighter timeframes for health plan prior authorization decisions, and to implement and enforce real-time prior authorization decisions for routinely approved services.

Permit health plans to create gold-card programs.

At the state level, CMA continues to advocate for reforming the broken prior authorization process. This year, CMA is sponsoring SB 516, authored by Senator Nancy Skinner, which removes unnecessary prior authorization requirements; streamlines and modernizes the process for submitting and appealing a prior authorization request; provides transparency and data on health plan actions; and requires a physician of the same or similar specialty to conduct appeals of a prior authorization denial. §

PLEASE let us know if you're interested in appointment to any of the following committees. (more detail is listed in 2024 Physician Membership Resource Directory, Posted on website under "committees" www.hdncms.org or contact Medical Society office: hdncms@gmail.com.

Consortium for Continuing Medical Education
Editorial and Publications Committee
Humboldt-Del Norte PreMedical Education Task Force (HUM PET)
Membership Committee
Women in Medicine Committee

AD HOC:
ByLaws Committee
Historical Committee

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FRIDAY P.M. ROUNDS

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8/2/24 6 - 8pm Hosts: Arcata Community Health Center

9/6/24 6 - 8 pm Hosts: Dr. Hong

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HEALTH LAW LIBRARY

The California Medical Association's (CMA) health law library is the most comprehensive health law and medical practice resource for California physicians.

The library contains nearly 5,000 pages of up-to-date information on a variety of subjects of importance to practicing physicians. It includes content from the

California Physician's Legal Handbook, as well as more specialized information on peer review, payor contracting and other topics. **Access is free to CMA members - www.cmadoes.org**

FRAUD AND ABUSE: REFERRAL ISSUES

- 1150 Gifts and Free Services (Including Promotional Items)
- 1151 Prohibitions Against Kickbacks and Fee-Splitting
- 1152 Kickbacks and Fee-Splitting: Other Laws
- 1153 Professional Courtesy
- 1154 Referring Patients: Antikickback Prosecution?
- 1155 Federal Antikickback Safe Harbors
- 1156 Self Referral Prohibitions: California Overview
- 1157 Physician-Hospital Compensation Arrangements
- 1158 Self-Referral Prohibitions: Federal Overview
- 1159 Self-Referral Prohibitions: Federal Physician and In-Office Ancillary Services, Academic Medical Centers and Group Practice Exceptions
- 1160 Self-Referral Prohibitions: Federal Exceptions Related to Electronic Information
- 1161 Self-Referral Prohibitions: Federal Exceptions Related to Rural or Underserved Areas
- 1162 Self-Referral Prohibitions: Federal Exceptions Related to Both Ownership and Investment Interests
- 1163 Self-Referral Prohibitions: Federal Exceptions Related to Managed Care Arrangements
- 1164 Self-Referral Prohibitions: Federal Exceptions Related Other Compensation Arrangements

MANAGED CARE: OVERVIEW

- 7000 Coverage Requirements and Related Health Insurance Market Reforms
- 7001 Disclosure by Managed Care Plans
- 7002 Managed Care Glossary
- 7003 Office Audits: Managed Care
- 7004 Patient Complaints about Managed Care Plans and Health Insurers
- 7005 Physician Complaints about Managed Care Plans and Health Insurers
- 7007 Retaliation by Managed Care Plans or Others
- 7008 Managed Care: Health Plan Liability
- 7009 Managed Care: Physician Malpractice Liability
- 7010 Essential Health Benefits Under the ACA

Legal Information Line
 CMA Staff is ready to provide
 information about laws related to the practice of medicine. Call the Legal
 Information Line at (800) 786-4262

Please Join Us this Fall for our Fall Family BBQ!

We are delighted to bring back this fun family friendly event, and hope to see you there!

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FALL FAMILY BBQ

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SEPTEMBER 8TH |
12-2PM



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CMA WEBINARS SCHEDULED

<https://www.cmadocs.org/events>

LOG INTO MEMBERS-ONLY SECTION. Be sure to set up your CMA Web account if you have not already. There are many links to resources that are for “Members only”. If you need assistance with this, please reach out to the Medical Society.

[7/9/24 Virtual Grand Rounds: Gender-Affirming Care](#)

[7/30/24 Webinar: Workplace Violence Prevention in Ambulatory Care](#)

CLICK ON THE LINKS ABOVE OR GO TO: <https://www.cmadocs.org/events> to register

ON DEMAND PRE-RECORDED WEBINARS

Browse CMA’s extensive library of pre-recorded webinars, covering a wide range of medical practice and public health topics. <https://www.cmadocs.org/webinars>

Calendar of Local Education, Physician Meetings & Socials

(This includes recordings of all past CME grand rounds)

http://www.hdncms.org/Physician_Educational_Calendar.html

PHYSICIAN SUPPORT COMMITTEE

(aka: Physician Well Being Committee)

CONFIDENTIAL ASSISTANCE

Physician-to-Physician

Dr. Soper: 498-4291 * Dr. Bayan: 834-8188 * Dr. Chavez: 502-5360

Dr. Douglass: 786-4028 * Dr. Frugoni: 845-0242 * Dr. Heidmann: 362-6704

Dr. Hunter: 498-0607 *Dr. Newdow: (916) 201-6078 * Dr. Talbot: (707) 464-8813

Confidential E-Mail: hdnpwbc@gmail.com

Or contact a physician through CMA’s Physician Confidential Line at 213-383-2691

ARE YOU A CONSORTIUM MEMBER?

Medical Society Members - \$150.00
Non-Medical Society Members - \$250.00

A self-supporting committee of the HDN Medical Society, our Consortium for Continuing Medical Education is accredited by the CMA Institute for Medical Quality to plan and accredit local programs to meet the needs of our physicians. Credit is provided for Grand Rounds, Tumor Board, Cardiac Cath Lab, UCSF Case Conference, Neo-Natal Resuscitation, etc. In addition to coordinating programs based on the feedback we get from the membership, we also work with the Humboldt IPA, Hospice, Public Health and other local agencies in coordinating CME credit for physicians.

HELP IDENTIFY LOCAL EDUCATIONAL NEEDS

HELP SUPPORT LOCAL EDUCATION - BE A CONSORTIUM MEMBER

NOTE: Consortium for CME is recognized as the “Education Committee” of the Hospital Medical Staffs.

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North Coast Physician



CME CALENDAR
GRAND ROUNDS / CASE CONFERENCE CALENDAR
JULY - AUGUST 2024

JULY

7/18 (Thurs) "STROKE"ZOOM: 12-1PM
Speaker: Jack T. Wang, MD, PhD

AUGUST

Date Change 8/29 (Thurs) "PUBLIC HEALTH UPDATE"ZOOM: 12-1PM
Speaker: Candy Stockton, MD, FASAM

TUMOR BOARD

Tumor Board meetings will be by virtual format via Microsoft Teams. To join "Teams" meeting, email Jennifer Hooven at Jennifer.Hooven@stjoe.org. Meetings beyond this time will continue to be re-assessed and either resume in-person participation or extend the virtual attendance via Teams. 12:00 - 1:00 p.m.

JULY

7/3 (Wed) TUMOR BOARD PSJH
7/10 (Wed) TUMOR BOARD PSJH
7/17 (Wed) TUMOR BOARD PSJH
7/24 (Wed) TUMOR BOARD PSJH
7/31 (Wed) TUMOR BOARD PSJH

AUGUST

8/7 (Wed) TUMOR BOARD PSJH
8/14 (Wed) TUMOR BOARD PSJH
8/21 (Wed) TUMOR BOARD PSJH
8/28 (Wed) TUMOR BOARD PSJH

- The target audience are Physicians in Humboldt and Del Norte Counties. Advanced Practice Clinicians, RN's, RD'S, and
- Pharmacists are also invited to attend. Please contact Terri Rincon-Taylor, CME Coordinator at (707) 442-2353 or
- hdncme@gmail.com if you have any questions.

Please contact the office if you have not received a statement for your 2024 CME dues and would like to join or renew your CME membership for 2024. hdncme@gmail.com

YOU MUST BE MEMBER OF THE CONSORTIUM FOR CME TO CLAIM CREDIT

PLEASE HELP IN IDENTIFYING LOCAL EDUCATIONAL GAPS
Suggestions for strengthening our local CME Program are always welcome -
We encourage you to get involved. Sign up to give a lecture.



The Humboldt-Del Norte Consortium for Continuing Medical Education is accredited by the California Medical Association and ACCME to provide continuing medical education for physicians.

The Humboldt-Del Norte Consortium for Continuing Medical Education designates this live activity for a maximum of 1.0 hour of AMA PRA Category 1 CME Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CLASSIFIED ADVERTISEMENTS & BULLETIN

CLASSIFIEDS:

Front office position available in Eureka Surgery office starting in August. Looking for someone with front office experience to work Monday-Thursday. Please contact Cindy at 707-476-0690 for more information.



DID YOU KNOW.....

The Medical Society receives many calls from your offices and the public looking to find copies of medical records from physicians who have retired, moved out of the area, etc.

The Medical Society tries to keep a list of where to refer for those records.

Physicians relocating out of the area or retiring, please let us know.

Members wishing to place a classified ad :
Please contact the medical society office at hdncms@gmail.com.

Free to members for first 6 months

Interested in helping to build our medical pipelines locally? Get involved with HUM-PET and help inspire local students to pursue careers in medicine!

Click on the link below to take a short survey to let us know that you're interested in getting involved!

[HUMPET SURVEY](#)

"We at NCP are always happy to receive photos of local scenery by our member physicians who would like to have their art displayed on the cover of the North Coast Physician. However, we have certain requirements before we print. At a minimum, please send you photos as a JPEG with minimal compression (level 8 or higher). Also please size the photo to 6 inches on the "short" side at a screen resolution of 125 dpi. If you're looking for total file size for email submission we would like something of at least 0.25 MB (250 KB) up to 2.5 MB. This gives the best screen resolution plus it provides adequate resolution for anyone who wishes to print out the cover. We will also accept TIFF or PSD files, although we prefer JPEG. If you need assistance, please let us know and the editor will be more than happy to work with you in obtaining the appropriate resolution."

Display Advertising Rate Schedule

<u>SIZE</u>	<u>MONTHLY</u>	<u>SIZE</u>
1/4 Page	\$140.00	8.00 (w) x 2.50 (h)
1/2 Page	\$160.00	8.00 (w) x 5.25 (h)
1/3 Page Vertical	\$150.00	3.00 (w) x 10.50 (h)
Full Page	\$200.00	8.50 (w) x 11.00 (h)
Full Page/Special Placement	\$275.00	8.50 (w) x 11.00 (h)
Business Card Ad	\$65.00	Copy Ready 3.50 (w) X 2.00 (h)
Classified Ads	\$5.25 per line	

DEADLINE: 15th day of the preceding month to be published