

Ad Rate Information for Scoop (2010)

These rates are guaranteed for the 2010-11 publishing year.

About the publication: Scoop is the official weekly newsletter of The University of Texas Medical School at Houston and is sent electronically each Thursday to all Medical School employees, students, residents, post-docs, UT Physicians employees, and IMM employees, as well as to subscribers.

Distribution: 5,000

Web presence: Scoop also has a [Web presence](#) for the current week's newsletter and archive and receives more than 6,000 impressions monthly.

Rates: \$150 per week

Frequency: Only one paid advertisement is permitted per issue, and ads are placed on a first-come, first-served basis.

Deadlines: Ad copy is due the Friday before the issue is published.

Advertising Policy: The newsletter of The University of Texas Medical School at Houston, Scoop, accepts paid advertising that supports the editorial mission of the magazine and only accepts ads from internal sources using a chartfield string for payment. We reserve the right to refuse advertising from any parties.

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