

DIGITAL ADVERTISING



MMA NEWS NOW

- HTML-based e-newsletter sent each Thursday
- Includes the latest news and information about the practice of medicine in Minnesota
- Sent to nearly 13,000 physicians, clinic managers, hospital administrators, and government officials in Minnesota
 - 64% are MMA member physicians
 - 27% are non-member physicians
 - 9% are clinic administrators and others in health care
- Each issue contains only two ads. Your ad includes a link to your URL.
- Approximately 54,000 emails are sent successfully each month
- Above-average open rate of 18%

2012 Rates

Net rates • no agency commission

Number of Weeks	1X	4X	12X
Total cost	\$105	\$400	\$1,140

MMA News Now is published 50 weeks per year

Ads must be received by Tuesday of the week the newsletter is sent

Advertisers may cancel orders up to two weeks prior to the publication date



MNMED.ORG & MINNESOTAMEDICINE.COM

- Branded sites deliver high-quality customer base
- MMA websites receive nearly 19,000 unique visitors each month
- Visitors go to approximately 8 pages and spend more than minutes per visit
- Advertisers average more than 45,000 impressions and more than 800 click-throughs per month
- “Find a Physician” page reaches more than just physicians. Our polling indicates that more than half of the users of this page are Clinic Administrators or Clinic Staff.

2012 Rates

Net rates • no agency commission • Cost per month

Number of Months	1X	3X	6X	12X
Run of site	\$310	\$290	\$270	\$250

Ads are limited to TEN per site so your ad receives 10% of the available impressions. Using Dynamic Ad service, ads are placed run of site and can appear on many pages. Ad placement includes a link to your URL.

Ad Specs

Ad Size: 120px wide by 240px high

File Size: 30kb maximum

File Format: GIF or JPG

URLs must accompany each ad

Payment

First-time advertisers are asked to pay in full prior to publication.

VISA, MasterCard, Discover and American Express are accepted for payment. Payments are due 15 days from the date of invoice.

The MMA reserves the right to refuse any advertising and is not responsible for errors in original materials or ads that have been approved.



Advertising Sales

Jocelyn Cox
(612) 623-2880
jcox@mnmed.org

Design Services

Ad design services are available at a cost of \$65/hour
Advertisers must approve the proof and any changes before publication



MINNESOTA
MEDICAL
ASSOCIATION