

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 13,000 physicians, clinic managers, hospital administrators, and government officials in Minnesota
 - 66% are MMA member physicians
 - 29% are non-member physicians
 - 5% are clinic administrator and others in health care
- Each email contains only two ads per week. Your ad includes a link to your URL.

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.

2010 Rates

Net rates, no agency commission.

Number of Weeks	1X	4X	12X
Total cost	\$100	\$360	\$1020



MMAonline.net

- The MMA website receives nearly 62,000 unique visitors per month.
- Visitors go to approximately 5 pages and spend three minutes per visit.
- Advertisers average nearly 54,000 hits and over 1,000 click-throughs per month.

Ads are placed run of site and can appear on many pages. Appearance is based upon refresh. Ad placement includes a link to your URL

2010 Rates

Net rates, no agency commission. Cost per month.

Number of Months	1X	3X	6X	12X
Run of site	\$300	\$280	\$260	\$240



No Designer?

We can help. Ad design services are available at a cost of \$65/hour. Most ads can be completed in an hour.

Advertising Sales

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



Ad Specs

Ad Size: 120 px wide by 240 px 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.