

MINNESOTA Advertise in MEDICINE

PRINT CIRCULATION 3,400

- **Place your ad in all 4 issues and reach thousands of Minnesota's most influential physicians**
- **Minnesota Medical Association members receive every issue**
- **Digital issue sent to an additional 3,700 residents and medical students**
- **BONUS Link to digital issue shared from weekly MMA News Now email**

■ ISSUES AND DEADLINES

Winter (out mid January): Deadline **December 1**

Spring (out early April): Deadline **March 1**

Summer (out early July): Deadline **June 1**

Fall (out early October): Deadline **September 1**

- **HOT LINKS** are included with all website and email URLs in the digital edition. **The entire back cover is hot linked.**

- **DIGITAL EDITION EMAIL AD** See digital advertising options for ad opportunities in this email.

- **DESIGN SERVICES** Ad design services are available at a cost of **\$85/hour**, with a one hour minimum charge. Advertisers must approve a proof and any changes before publication.

- **ISSUANCE** *Minnesota Medicine* is delivered the first full week of issue month.

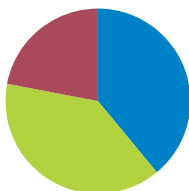
- **PAYMENT TERMS** First-time advertisers are asked to pay in full prior to printing of the magazine. Payments are due 15 days from the date of invoice.

- **CREDIT CARDS** VISA, MasterCard, Discover and American Express are accepted for payment.

- **CANCELLATION** Advertisers may not cancel order for advertising after the closing date. Back cover placements non-cancellable.

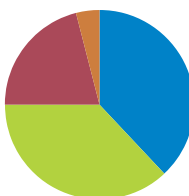
Reach the
leaders in
**Minnesota's
physician
community**

DEMOGRAPHICS



PRACTICE LOCATION

- Twin Cities metro **39%**
- Rochester **39%**
- Greater Minnesota **22%**



SIZE OF PRACTICE

- 50 or more physicians **38%**
- 10-49 physicians **37%**
- 2-9 physicians **21%**
- Solo practice **4%**

TOP SPECIALTIES INCLUDE

- Family medicine
- Internal medicine
- Pediatrics
- Geriatrics
- Anesthesiology
- Diagnostic radiology
- Orthopedic surgery
- Neurology
- General surgery

AD RATES

AD SIZES

	1X	4X
Back Cover	\$1,600	\$1,300
Inside Front Cover	\$1,450	\$1,195
Opposite Inside Front Cover	\$1,450	\$1,195
Full page	\$1,375	\$1,100
1/2 page	\$950	\$775
1/3 page	\$730	\$600
1/4 page	\$575	\$500



Minnesota Medicine has been the go-to medical journal for Minnesota physicians for more than 100 years. Started in 1918, *Minnesota Medicine* is written by Minnesota physicians for Minnesota physicians and is the source for research, physician education, healthcare policy and healthcare news.

Advertising in this award-winning medical journal reaches physicians statewide and shows your support for healthcare leaders in Minnesota.

ADVERTISING SALES

Betsy Pierre ■ Direct: 763.295.5420 ■ betsy.pierre@ewald.com



MINNESOTA
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ASSOCIATION

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Ad specifications

AD SIZES	AD DIMENSIONS
Full page (trim size)*	8-1/8 x 10-7/8"
Two page double truck (IFC – Page 1) trim size*	16-1/2 x 11-1/8"
1/2 Page Horizontal**	7-1/8 x 4-3/4"
1/2 Page Vertical**	3-1/2 x 9-5/8"
1/3 Page Square**	4-11/16 x 4-3/4"
1/3 Page Vertical**	2-1/4 x 9-5/8"
1/4 Page**	3-1/2 x 4-3/4"

*If design calls for a bleed, please set your document up to bleed 1/4" on all sides.

**Please design to size specs outlined below (see "AD FILES"), and add a minimum .5 pt rule if background is white.

MEDIA

- Email ad art to betsy.pierre@ewald.com.

The MMA is not responsible for the print quality of graphics that do not meet the requirements outlined below.

AD FILES

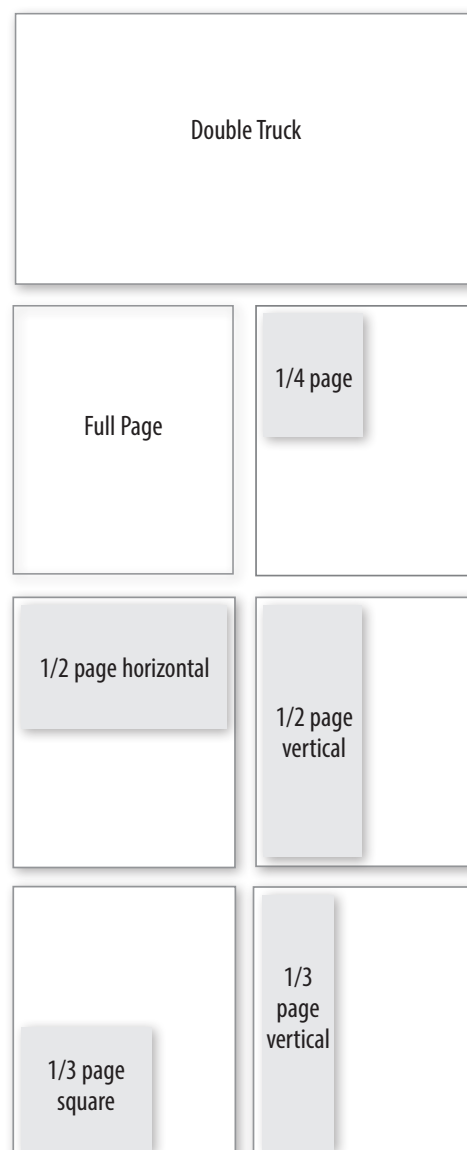
The preferred file format is for all ad files is **press-quality PDF format** (all fonts must be embedded and files must be built to the correct size). We can also accept native files created in **Adobe InDesign** (all imported graphics and fonts must be packaged with the file), **Adobe Illustrator** (all fonts must be outlined), or **Adobe Photoshop** (CMYK or grayscale color mode, no less than 300 dpi). All colors should be defined as CMYK or grayscale. All images should be at least 300 dpi. Files created in any other format will need to be recreated by the MMA and production charges will apply.

DESIGN SERVICES

Ad design services are available at a cost of \$85/hour, with a one hour minimum charge. Advertisers must approve the proof and any changes before publication.

NOTE

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



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MINNESOTA
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Advertise in MINNESOTA MEDICINE Digital advertising

Reach the
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MMA NEWS NOW

- E-newsletter sent each Thursday.
- Includes the latest news and information about the practice of medicine in Minnesota
- Sent to more than 7,075 physicians, clinic managers, hospital administrators and government officials in Minnesota
- Each issue contains up to four ads. Your ad includes a link to your URL.
- Above-average open rate of nearly 46.43%.

RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Top tile (max. 2)	\$819	\$749	\$689
Middle tile	\$719	\$649	\$599

Ads may be placed weekly based on availability - \$309 per week.

MMA News Now goes out a minimum of 4-times per month.

MMA News Now is not published the week of the 4th of July, Thanksgiving or Christmas.

The monthly rates in these months will be reduced by 25% if this results in less than 4 runs in a month.

NEWS NOW AD SPECS

250 pixels x 250 pixels

File Size: 30KB maximum

File Format: GIF or JPG

DEADLINE: 25th of the month prior to the month of run

MNMED.ORG

- Exclusive positioning with a maximum two advertisers per page each month.
- Pages where ad appears see a combined average of 8,481 visits per month.
- Ad appears on these pages:
Home | Education and Events | News and Publications

RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Placement	\$500	\$425	\$400

MNMED.ORG AD SPECS

600 pixels x 1200 pixels

File Size: 30KB maximum

File Format: GIF or JPG

URLs must accompany each ad

DEADLINE: 25th of the month prior to the month of run

MMA
NEWS
NOW
TOP
TITLE

MMA
NEWS
NOW
MIDDLE
TITLE

MNMED.ORG
AD

NEWS NOW

Top Stories

Special Savings Available for 2024-2025 MN Physician Leadership Institute
A great deal just got that much better. The MMA is providing additional financial support for the 2024-2025 cohort of the Minnesota Physician Leadership Institute (MNPLI). The program is now available for only \$5,500. Read more [here](#).

September 18 Forum to Address Trauma-Informed Care and Health Equity
The MMA will present a virtual forum on "Trauma-Informed Care: An Approach to Advancing Health Equity" from noon to 1 pm on Wednesday, September 18. Read more [here](#).

More Than a Dozen Healthcare Brands to Exhibit at the MMA Empowering Physicians Conference
Along with the honor of Dr. Glaucoffcken, and sessions on medical innovations and negotiating skills, Empowering Physicians Conference-goers will have an array of vendors with which to interact. Read more [here](#).

MMA Offering Discounted Pricing on Opioid Prescribing Training to Fulfill DEA Requirement
As of June 27, 2023, U.S. Drug Enforcement Administration (DEA) license holders, upon initial registration or renewal, are required to complete at least eight hours of training in the treatment or management of patients with opioid or other substance use disorders. Read more [here](#).

MMA Members: Contribute to Minnesota Medicine
Minnesota Medicine, the award-winning medical journal of the MMA since 1918, is your magazine. If you have original research, reviews, case reports, essays, letters or opinion pieces related to medical practice in Minnesota that have not been published or submitted elsewhere, consider submitting them to us. See our guidelines for authors [here](#). Other questions? Contact [Greg Branning](#).

MINNESOTA MEDICAL ASSOCIATION

THE VOICE OF MINNESOTA MEDICINE

Welcome to the Minnesota Medical Association

Founded in 1915, the MMA is the state's oldest and largest professional association for physicians and physicians in training.

The MMA advocates on critical and emerging issues affecting health and healthcare in Minnesota, engages and helps build physician communities and encourages innovative physician business practices up to date news and information about medicine in Minnesota and other healthcare professions and services that provide the best care for patients.

The MMA makes sure physicians help shape the decisions that affect your patients, your practice and your profession.

About the MMA • MMA Advocacy •

The MMA Foundation

The MMA Foundation works with physicians and its communities across Minnesota to advance optimal health and health equity.

Donate

Not a Member?

Join today and help define the future of medicine in Minnesota.

Join

Time to Renew?

We appreciate your support.

Renew

Visit the New Career Center

Physician
Saint Cloud, MN

Physician
Rochester, MN

Emergency Medicine Physician (EM)
Physician
Marquette, MN

Post a Job

MEMBER EVENTS & RESOURCES

St. Cloud Physician Wins Top Award

George J. Jorgensen MD, received the MMA's top award as part of the 2023 Empowering Physicians Conference in September.

Creating tomorrow's leader!

Challenge yourself to lead the clinical world and learn how to lead. The MMA and the Carlson School of Management have designed a new leadership curriculum for physicians.

Emerging Topics in Healthcare

Join our colleagues at MMA's annual Physician Forum - registration now open! The day has a mix of keynote and panel sessions, information, and interactive segment topics affecting the practice of medicine.

UPCOMING EVENTS

2024

September 15, 2024
all day
Health Equity Community of Practice (Hosted by MNPLI Division of Health Equity)

September 18, 2024
Monday
Empowering Physicians Conference

September 19, 2024
Tuesday
RACISM IN MEDICINE: Truths from Minnesota Physicians

September 20, 2024
Wednesday
IS YOUR DEA CERTIFICATE UP FOR RENEWAL? (Physician Complete the Mandatory 8-hour Training with Live Case Studies)

USE CODE MNMED24 FOR 50% OFF

CONTACT US • WEBSITE POLICY STATEMENT

© 2024 Minnesota Medical Association

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Digital advertising

MINNESOTA MEDICINE DIGITAL ISSUE LAUNCH EMAIL

- Email with link to digital issue sent as each issue publishes typically during the first week of the first month of each issue.
- Reaching approximately 3,700 residents and medical students
- Average open rate 39.6%

RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Tile ad (max. 2)	\$520	\$475	\$515

MMA MEDICAL STUDENT NEWSLETTER

- Monthly email specifically reaching approximately 1,000 medical students
- Sent the last Friday of each month
- Average open rate 62.8%

RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Tile ad (max. 2)	\$375	\$345	\$315

MMA RESIDENT/FELLOW NEWSLETTER

- Monthly email specifically reaching approximately 1,800 residents
- Sent the last Friday of each month
- Average open rate 44.2%

RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Tile ad (max. 2)	\$375	\$345	\$315

SPECIAL DIGITAL PUBLICATIONS

- Two per year - 2025 MMA Annual Report (Mid-March) and 2026 Legislative Session Review: A Special Report (Mid-June)
- Reviews of the work the MMA did on behalf of Minnesota physicians and physicians-in-training in general and at the capitol
- Issues PDFs to be available at MNMed.org – links to the issues to be emailed to approximately 6,500

RATES (per issue)

NUMBER OF MONTHS (cost/month)	1X
Email tile (max. 2)	\$499
Full page within PDF* (max. 2)	\$399

*See full page Minnesota Medicine specifications for art details.

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MINNESOTA MEDICINE magazine

THE JOURNAL OF THE MINNESOTA MEDICAL ASSOCIATION

PAST DUE **A MOUNTAIN OF DEBT**
Healthcare systems and independent providers share concerns about a new law that will restrict their ability to collect on patients' debts.

ALSO

- A new view of Alzheimer's
- Can AI make electronic records useful?
- Medical lab results: Beethoven was poisoned

Read the Digital Issue Now

Have a comment to share? Send an email to the [editor](#).

To receive a print copy of *Minnesota Medicine* instead of this email or to unsubscribe from the digital version, click [here](#).

ARMY MEDICINE

Advertisement

MEDICAL STUDENT SECTION

Medical Student Section Update
July 2024

Volunteer for change
The MMA Executive Committee - Meet Justin Myrland!
The MMA has a new cohort of leaders for 2024, and over the next few months, you will get to know more about each member and what their goals are for the medical community across Minnesota.

Justin Myrland, MD, Mayo Clinic AHA Fellow of Medicine
This outreach coordinator for the MMA, I aim to increase student involvement in MMA activities. As a resident, I have been able to connect with medical students across the state, including in Minneapolis, Duluth, and Rochester. I am excited to be a part of the MMA's outreach efforts and to help foster a sense of community among medical students across the state.

Physician Forums
Physician Forums - A Way to Engage on Medicine's Hot Topics!
Join your colleagues and learn what's new in medicine! Physician Forums - opportunities to also expand on the latest topics, information, and resources on important topics affecting the practice of medicine. In 2024, forums will focus on emerging topics in medicine, health equity, and well-being. Through this series, you will hear from experts on a variety of topics and engage with your peers from across the state of Minnesota. Registration is free for MMA members!

Upcoming Forums:

- Date/Time: Wednesday, September 18 (noon - 5pm)
- Topic: Trauma Informed Care and Health Equity
- Register: [Link](#)

Visit the MMA website for additional information.

ARMY MEDICINE

Advertisement

RESIDENT AND FELLOW SECTION

Resident Fellow Section Newsletter
July 2024

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Advertisement

AD SPECIFICATIONS FOR ALL OPTIONS ON THIS PAGE

250 pixels x 250 pixels
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File Format: GIF or JPG
URLs must accompany each ad

DEADLINE:

25th of the month prior to the month of run



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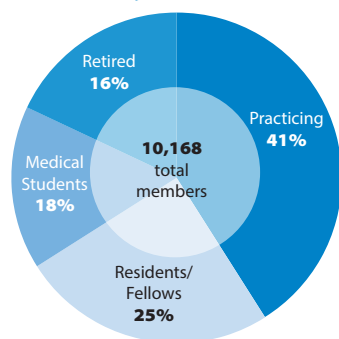
MMA Annual Sponsorship Opportunity

Reach the leaders in **Minnesota's physician community** all year long!

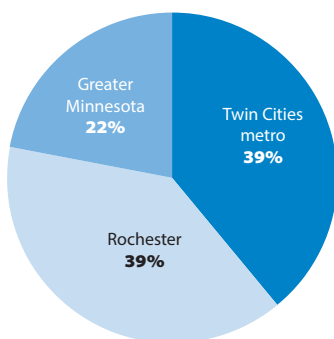
WHO WE ARE

The Minnesota Medical Association (MMA) is a non-profit professional association representing physicians, residents/fellows and medical students. With more than 10,000 members, the MMA is dedicated to being the leading voice of medicine to make Minnesota the healthiest state and best place to practice.

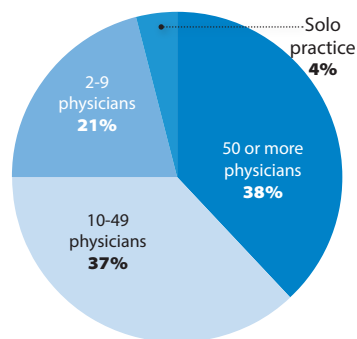
MMA by the Numbers



Practice Location



Size of Practice



Top specialties include

Family medicine | Internal medicine | Pediatrics | Geriatrics | Anesthesiology
Diagnostic radiology | Orthopedic surgery | Neurology | General surgery

ALIGN WITH MMA AS AN ANNUAL SUPPORTING SPONSOR

Benefits offering more than 235,000 impressions include*:

- Logo recognition in MMA's *Minnesota Medicine* magazine (6 issues x 4,000 circ)
- Logo recognition in MMA's *Minnesota Medicine* magazine digital issue launch email (6 issues x 4,100 circ / 39.6% open rate)
- Logo recognition in MMA's weekly *News Now* email (49 issues x 7,300 circ / 40% open rate)
- Logo recognition on MMA's MNMed.org (12 months x 3,500 visits)
- Logo recognition in MMA's monthly Medical Student email (12 issues x 1,150 circ / 62.8% open rate)
- Logo recognition in MMA's monthly Resident/Fellow email (12 issues x 1,300 circ / 44.2% open rate)
- Logo recognition in MMA's Physicians Forum promotions (multiple areas)
- Logo recognition at MMA's Physicians Forum events (approx. 2 to 3)
- Verbal recognition from speaker at MMA's Physicians Forum events (approx. 2 to 3)
- Logo recognition in MMA's Fall Event promotions (multiple areas)
- Logo recognition via signage at MMA's Fall Event (approx. 200)
- Verbal recognition from podium at MMA's Fall Event (approx. 200)

*Impression, circulation, visit and open rates are approximates.

ANNUAL INVESTMENT

\$1,999 | Sponsorship runs for 12 months from start date.



SPONSORSHIP SALES

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MMA Physician Forum Sponsorship Opportunity

*Capture attention as area
physicians learn and grow through
MMA's Physician Forums!*

Typical attendance: 20-50 people

SPONSOR BENEFITS

- Logo recognition with Forum promotions
- Logo recognition where detailed on MNMed.org (hotlinked)
- Verbal mention during session
- 1-3 sentence company description in post-Forum email to all attendees
- Attendee list following event (name and organization)

SPONSOR INVESTMENT

- \$299 per session

SPONSORSHIP SALES

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Physician Forums
*Emerging Topics in Healthcare,
Health Equity and Well-Being*

**Challenging Cases and Updated
Guidance for Syphilis,
including Congenital Syphilis**
Tuesday, October 1 | Noon – 1pm

Presented in partnership with
the Minnesota Dept. of Health

**mn DEPARTMENT
OF HEALTH**

Physician Forums
*Emerging Topics in Healthcare,
Health Equity and Well-Being*

**Minnesota's Rural
Health Care Workforce**
Wednesday, February 21 | Noon – 1pm

Presented in partnership with
the University of Minnesota

**M MEDICAL SCHOOL
UNIVERSITY OF MINNESOTA
Driven to Discover®**

Physician Forums
Emerging Topics in Healthcare

**Opioid Prescribing:
Replacing the Contract with
Conversation for Better Outcomes**
Tuesday, December 5 | Noon – 1pm

Presented in
partnership with

**MINNESOTA ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR MINNESOTA**

**Minnesota
Shared Decision-Making
Collaborative**

StratisHealth