

MINNESOTA Advertise in MEDICINE

PRINT CIRCULATION 3,400

- **Place your ad in all 6 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

January/February: Deadline **December 1**

March/April: Deadline **February 1**

May/June: Deadline **April 1**

July/August: Deadline **June 1**

September/October: Deadline **August 1**

November/December: Deadline **October 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.

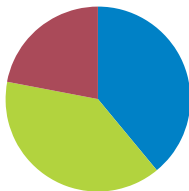
- **PAYMENT TERMS** First-time advertisers are asked to pay in full prior to printing of the magazine. Payments are due 15 days from the date of invoice.

- **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.

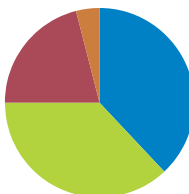
Reach the
leaders in
**Minnesota's
physician
community**

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	3X	6X
Back Cover	\$1,600	\$1,450	\$1,300
Inside Front Cover	\$1,450	\$1,315	\$1,195
Opposite Inside Front Cover	\$1,450	\$1,315	\$1,195
Full page	\$1,375	\$1,225	\$1,100
1/2 page	\$950	\$850	\$775
1/3 page	\$730	\$665	\$600
1/4 page	\$575	\$540	\$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

Advertise in MINNESOTA MEDICINE

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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

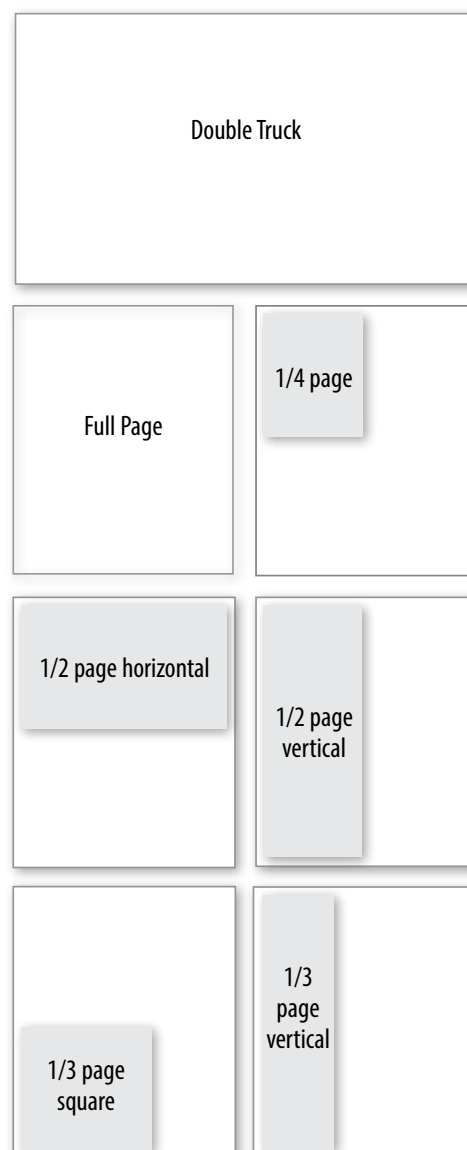
The preferred file format for all ad files is **press-quality PDF format** (all fonts must be embedded and files must be built to the correct size). We can also accept native files created in **Adobe InDesign** (all imported graphics and fonts must be packaged with the file), **Adobe Illustrator** (all 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

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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

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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%.

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



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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 Saturday 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 Saturday of each month
- Average open rate 44.2%

RATES

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

AD SPECIFICATIONS FOR ALL OPTIONS ON THIS PAGE

250 pixels x 250 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



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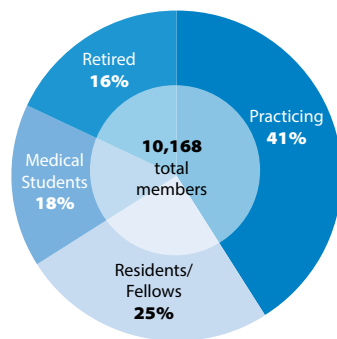
MMA Annual Sponsorship Opportunity

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

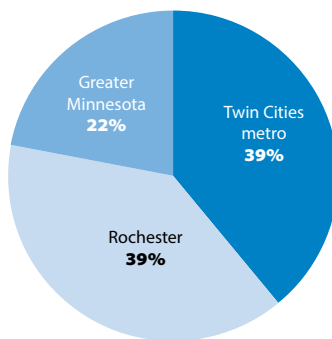
WHO WE ARE

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.

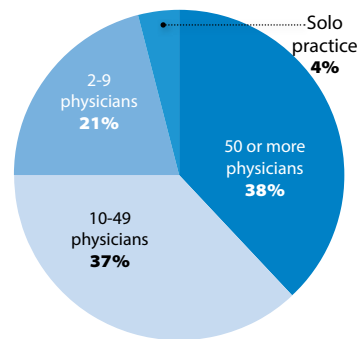
MMA by the Numbers



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**