

Digital Advertising



MMA news NOW

- HTML-based weekly e-newsletter sent each Thursday
- Includes the latest news and information about the practice of medicine in Minnesota
- Sent to nearly 11,000 physicians, clinic managers, hospital administrators, and government officials in Minnesota
 - 64% are member physicians
 - 27% are non-member physicians
 - 9% are health care and government professionals
- Each email contains only two ads per week and includes a link to your URL

MMA news Now is published 46 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.

2009 Rates

Net rates, no agency commission.

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

“We needed world class ads for a world class Symposium. Our concept; MNMed’s vision. Result: increased registration. Taking ad presentation to a new level.”

Heloise D. Westbrook, MD, PhD
The Mid-West Pain Management
Symposium Retreat™

“Since using MMA News Now to advertise my CME conferences, I have noticed an increase in attendees.”

Sharon Kopp-Huth
Education Specialist
HealthPartners Institute for Medical
Education



MMAonline.net

- The MMA website receives more than 13,000 visits per month, nearly 8,000 or 62% of whom are unique visitors
- Visitors go to approximately 11 pages and spend two minutes per visit
- Advertisers average more than 24,000 hits and nearly 1700 clicks

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

2009 Rates

Net rates, no agency commission. Cost per insertion

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

Design Services

Ad design services are available for \$65/hour. Advertisers must approve the proof and any changes before publication.

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 and MasterCard 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

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MMA 2009