



Recruitment



Minnesota Medicine

- Minnesota's pre-eminent regional medical journal since 1918 gives credibility to your advertising and delivers nearly 9500 readers
- 48% of our readers use the magazine's recruitment section

2009 Rates

Net rates. No agency commission. Cost per insertion. All rates B&W. Add \$125 for 4C

Size	1X	3X	6X	12X
1/2 page	\$800	\$760	\$715	\$670
1/3 page	\$645	\$605	\$570	\$530
1/4 page	\$515	\$490	\$460	\$430
1/6 page	\$405	\$385	\$360	\$340
1/8 page	\$300	\$275	\$250	\$200

Added Value

12x placements receive 3 months of advertising on mmaonline.net physician career center page.

6X placements receive 1 month of advertising on mmaonline.net physician career center page.

Issuance

Minnesota Medicine is delivered the second week of the month on the cover date.

First-time advertisers are asked to pay in full prior to printing of the magazine.

Visa and MasterCard are accepted for payment.

Payments are due 15 days from the date of invoice.

Advertisers may not cancel order for advertising after the closing date.

Classifieds

\$4/word with a 300-word maximum and minimum \$40 charge.

Close dates

Space reservations are due by the 10th of the month prior to the month of publication.

Artwork is due by the 15th of the month prior to the month of publication.

Design services

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

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



“Over the years, we have continued to advertise our physician openings with *Minnesota Medicine* for one very simple reason: because it works.”

Joyce Fortier, Human Resources
Boynton Health Service, University of Minnesota

“We advertise in MN *Medicine* because we get results and the customer service is number one!”

Mary Torgerson, Wapiti Medical Group



Online Physician Career Center

This interactive physician recruitment site is part of the MMA website mmaonline.net. It features

- easy online job management
- job activity tracking
- auto notification
- company awareness

Approximately 300 job seekers visit the site monthly; 250 are unique visitors.

Using the MMA's job board will yield better quality applicants.

Pricing:

One job listing package:

30-day job posting	\$ 195
90-day job posting	\$ 525
90-day resume search only	\$ 245
180-day (1-20 jobs)	\$ 1000
365-day (1-20 jobs)	\$ 1800
Featured job add-on	\$ 125/month

The featured job option allows employers, for an additional fee to highlight their jobs on the jobseeker main page, as well as in bold with a star in search results.

National Healthcare Career Network (NHCN) add-on:

Your job posting also becomes part of the National Healthcare Career Network (NHCN) where you will gain access to more than 11,000 resumes from a network of over 100 top health care associations including the American Hospital Association, the American Academy of Pediatrics and the Association of American Medical Colleges.

Advertising Sales

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MMA 2009