

2025 MARKETING PROSPECTUS

Digital & Sponsorship Opportunities

ABOUT ADVOCATES FOR BETTER HEALTH

Advocates for Better Health (ABH) is a leading Minnesota advocacy organization that supports, equips, and connects health professionals including physicians, oral health providers, nurses, public health workers, and community health workers to advance health equity in our state.

We offer valuable marketing opportunities and sponsorships to reach a unique and diverse population of healthcare and public health professionals working in hospitals, clinics, government agencies, and nonprofit organizations. Our statewide network of advocates are connected to ABH’s communications platforms.

OUR REACH

2,800+

Healthcare providers, physicians, public health workers, and health care executives receive twice-monthly E-Newsletter

13,000+

Annual website pageviews

Monthly Events

ABH engages our advocates through monthly events and trainings focused on connecting with the community and skill-building

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ADVERTISING CONTACT

BETSY PIERRE
(763) 295-5420
BETSY.PIERRE@EWALD.COM

2355 Fairview Ave N #139
Roseville, MN 55113
ABHMN.ORG
FOLLOW @ADVOCATES4BH

ADVOCATES FOR BETTER HEALTH E-NEWS

CIRCULATION AND REACH

Circulation: 2,840
Distribution: Twice per month* on the 1st and 3rd week of month
Average Open Rate: 26%

*Advertiser picks preferred week. Availability is first-come, first-served basis. Limited to 3 advertisers per E-news.


COST

1x: \$370/month
6x: \$339/month
12x: \$309/month


SPECIFICATIONS


Image Size: 560w x 150h (pixels)
Max Art File Size: 400 KB
Ads Hotlinked: Supply URL
Form: JPEG or PNG
Deadline: 25th of month prior





ADVOCATES FOR BETTER HEALTH






VOLUNTEER AT
LIVE YOUR HEALTHY LYFE
WITH ABH & FRIENDS

Join ABH staff, volunteers, and organizational partners at Live Your Healthy Lyfe a block party celebrating the North Minneapolis community with an afternoon of wellness, education, and fun. Sign up to join us on August 10th!

AD PLACEMENT




We Will Vote MN Launch!
FEATURING MN SECRETARY OF STATE STEVE SIMON

August 15, 2024 11:30 AM - 1:00 PM | UMN Phillips Wangensteen Bldg Rooms Coming Soon!

Join us on August 15 to learn about the relationship between voting and community health and celebrate the launch of We Will Vote Minnesota.

AD PLACEMENT



A MORNING WITH ABH: Art & Advocacy

Saturday, August 24th 10:00am - 12:00pm | Minneapolis Institute of Art Walk Fargo Room

Calling all art lovers and advocates! Join ABH on August 24th as we embark on a morning of creativity and meaningful discussions at the Minneapolis Institute of Art. T

AD PLACEMENT

ADVERTISING CONTACT

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 BETSY.PIERRE@EWALD.COM

ABH MN.ORG

CIRCULATION AND REACH

Average Homepage Monthly Visits:	380
Total Average Annual Homepage Visits:	4,921
Total Annual Website Pageviews:	13,898

COST FOR HOMEPAGE AD PLACEMENT 1 OR 2

1x:	\$370/month
6x:	\$339/month
12x:	\$309/month

SPECIFICATIONS

Image Size:	1500w x 250h pixels
Max Art File Size:	400 KB
Ads Hotlinked:	Supply URL
Form:	JPEG or PNG
Deadline:	25th of month prior

Ads placed within above Ad Placement 1 option may rotate with up to 3 other ads and/or ABH content.


All ads appear on homepage.





ADVOCATES FOR BETTER HEALTH
 [About](#)
[What We Do](#)
[Foundation](#)
[Blog](#)
[Contact](#)
[Become an Advocate](#)

ADVOCATING FOR BETTER HEALTH IN MINNESOTA



[Become an Advocate](#)

AD PLACEMENT 1

Max 4 rotating ads



Working conditions and on-the-job realities for physicians are changing.

- You help so many people, but feel limited in what you can do for them.
- You experience the "brokenness" of the medical system daily, but feel like a small cog in a big wheel.
- You are frustrated by the inequality of care you see in the healthcare system, but feel stuck with it.
- You see firsthand the public health issues that need attention, but are unsure how to get involved.
- You work long hours, but want an outlet for your passions.

You need the support of a community that understands the challenges of your work, supports your well-being, and provides opportunities to advocate for the issues that matter most to you beyond the clinic walls.

Advocates for Better Health
 advances the health of our Minnesota communities while promoting physician well-being in all stages of their careers, from pre-med through retirement.

Here's what we do.



We advocate for change.



We empower medical students.



We support well-being.

[Become an Advocate](#)

Dr. Alex Feng, MD, MBA

"Because of my work with ABH and mentorship I've received, I am more confident, well-spoken, and articulate. Medicine is an exciting field, and ABH fosters and engages any resident's desire to make a difference."

AD PLACEMENT 2

Exclusive position

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SPONSORSHIPS

Looking to make your best impression and ingrain your brand with Minnesota healthcare providers, physicians, public health workers, medical students, and clinic managers? **Harness the power of an Advocates for Better Health (ABH) sponsorship to increase the strength and reach of your brand in Minnesota’s physician and healthcare provider community.**

BENEFITS*

- Sponsor recognition at www.abhmn.org and in ABH E-News
- Sponsor recognition at ABH and ABH | The Foundation events
- Sponsor recognition from podium
- Sponsor recognition in program communications and promotions

**where able/related/appropriate*

EVENT & PROGRAM SPONSOR OPPORTUNITIES

AN EVENING WITH ABH EVENT



Four times a year, ABH hosts engaging and memorable in-person events for healthcare professionals and students. From film screenings highlighting the experience of being Black in medical school to curated conversations about the role of art in advocacy at the Minneapolis Institute of Art, Evenings with ABH events gather the ABH community to focus on pressing public health and provider wellbeing issues. *Ideal for: sponsors interested in connecting with medical and health science students, healthcare providers who are passionate about health advocacy, and the public health community.*

IMPRESSION Approximately 50 participants at each event

INVESTMENT \$250 per event | \$750 for all four events

Events occur quarterly

ABH PUBLIC HEALTH ADVOCACY FELLOWSHIP



As one of ABH’s premier programs, our Fellowship has served over 200 medical and graduate-level health science students and physician mentors. Your company name will be associated with our most popular program educating the next generation of health professional advocates who collaborate with practicing physician mentors, legislative and regulatory leaders, and community stakeholders. *Ideal for: sponsors interested in developing connections with practicing and retired physicians, medical students, and the University of Minnesota Medical School administration and faculty.*

IMPRESSION 2,800+ physicians, residents, and medical students across the state annually via stories in bi-monthly E-News and blog posts

INVESTMENT \$1,199 for one year

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