

2024 MARKETING PROSPECTUS

Digital & Sponsorship Opportunities

ABOUT ADVOCATES FOR BETTER HEALTH

Advocates for Better Health (ABH) is a leading Minnesota advocacy organization serving physicians, medical providers, public health workers, and healthcare executives. We are dedicated to creating a healthy, equitable, and thriving state by engaging in public health initiatives informed by community and healthcare leaders.

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.

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OUR REACH

3,100+

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

10,000+

Annual website pageviews

Monthly Events

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



ADVERTISING CONTACT

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

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

ADVOCATES FOR BETTER HEALTH E-NEWS

CIRCULATION AND REACH

Circulation: 3,120
Distribution: Twice per month* on the 1st and 3rd week of month
Average Open Rate: 24%

**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





TWIN CITIES MEDICAL SOCIETY IS NOW



ADVOCATES FOR BETTER HEALTH

Our new name - Advocates for Better Health (ABH) - reflects an ongoing evolution in the organization's mission and its vision toward physician and medical student advocacy dedicated to healthier, more equitable communities. Our new brand positions ABH as a forward-looking organization at the heart of the changes in medicine and public health sorely needed to address healthcare's most critical issues.

AD PLACEMENT



Celebrating Universal School Meals
 This week marks the first week MN students will have the option of free breakfast and lunch.



6th Public Health Advocacy Fellowship Begins
 ABH staff gathered the 2023-24 cohort of students and mentors for our opening workshop featuring artist/activist Ricardo Levins Morales.

AD PLACEMENT



Action Alert: FDA Considers Ban on Menthol Tobacco
 The FDA is considering a nationwide ban on menthol flavored commercial tobacco products. Join ABH in supporting this proposed ban.



Volunteer at Fiesta Latina
 Join ABH September 10 for a volunteer shift to serve as a resource for community members to ask questions about primary care and provide clinic information.

AD PLACEMENT

ADVERTISING CONTACT

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

ABH.MN.ORG

CIRCULATION AND REACH

Average Homepage Monthly Visits:	444
Total Average Annual Homepage Visits:	3,648
Total Annual Website Pageviews:	10,209

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](#)

About Advocates for Better Health (ABH).

We know how difficult it is to be a physician today.

With so many problems in the healthcare system, it can feel impossible to make real change in medicine and public health's most critical issues. Personal harvest is always lacking.

ABH is the only medical society responsive enough to meet your evolving needs for feeling supported and connected in your professional lives.

We work together to make real change in public health, build professional networks through mentoring, and offer a complete wellness program built around the unique needs of physicians, residents, and medical students.

We are a community where physicians can pour their passion for doing good beyond the clinic walls without sacrificing personal well-being. Becoming a physician is a life-long journey and ABH is here to support you every step along the way. No matter your stage of career, being part of ABH adds value and purpose to your life's work.

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 energizes any resident's desire to make a difference."

AD PLACEMENT 2

Exclusive position

ADVERTISING CONTACT

BETSY PIERRE
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 BETSY@PIERREPRODUCTIONS.COM

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

WHITE COAT CEREMONY - PEN LIGHT SPONSOR



One of the most profound experiences in a physician’s career is the start of medical school and the beloved White Coat Ceremony. Each August, ABH joins with the University of Minnesota Medical School to celebrate this important step for 175 medical students starting their first year. Our very popular Pen Light gift, with your company’s name, is one of the highlights of the event. We have spoken to many students in their first year and beyond who express enthusiasm and appreciation for their pen lights when starting to do rounds. *Ideal for: sponsors interested in connecting with medical students, parents and families, and the University of Minnesota Medical School administration and faculty.*

IMPRESSION Approximately 175 participants; 400 total with audience

INVESTMENT \$2,000 per event (occurs annually in September)

ABH PUBLIC HEALTH ADVOCACY FELLOWSHIP



As one of ABH’s premier programs, our Fellowship has served over 130 medical students and as many physician mentors. Your company name will be associated with our most popular program educating the next generation of physician 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 3,000+ physicians, residents, and medical students across the state

INVESTMENT \$2,000 for one year | \$5,000 for three years

SPONSOR CONTACT

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



ADVOCATES FOR BETTER HEALTH

Advertising Insertion Order

Please reserve the following ad placements - reference current rate card

Complete and return to betsy@pierreproductions.com or 763-322-5011 (fax)

Advertiser Name: _____

Contact Person: _____ Title: _____

Address: _____

Phone: _____ Email: _____

Invoice Contact/Address (if different from above):

Electronic Advertising

www.ABHMN.org # of Insertions: _____ Base Rate: \$ _____ per Insertion
ABH eNews # of Insertions: _____ Base Rate: \$ _____ per Insertion
Bonus Combo Package # of Insertions: _____ Base Rate: \$ _____ per Insertion

Notes + URL for linking ad: _____

Table with 3 columns: Month, Insertions, Base Rate. Rows for January-December.

Signing below constitutes agreement to the details listed above and to the MetroDoctors General Terms & Conditions.

Advertiser's Signature _____ Date _____

Your Ad Sales Rep: Betsy Pierre - 763-295-5420 / betsy@pierreproductions.com



ADVOCATES FOR
BETTER HEALTH

Sponsorship Reservation

Please reserve the following sponsorship(s) -
reference current rate card

**Complete and return to
betsy@pierreproductions.com**

Sponsor Name: _____

Contact Person: _____ Title: _____

Address: _____

Phone: _____ Email: _____

Invoice Contact/Address (if different from above):

Sponsorship Name: _____

Sponsor Date or Year : _____ Term (where applicable): _____

Sponsorship Fee: _____

Sponsorship Name: _____

Sponsor Date or Year : _____ Term (where applicable): _____

Sponsorship Fee: _____

Signing below constitutes agreement to the details listed above.

Advertiser's Signature

Date

Your Sponsorship Contact: Betsy Pierre - 763-295-5420 / betsy@pierreproductions.com

Mechanical Requirements

<u>eAd Art Submission:</u>	Please send .jpg or .gif file to betsy@pierreproductions.com / 763-295-5420
<u>Dimensions:</u>	Refer to rate card for ad dimensions.
<u>Ad creation:</u>	There is a \$50 minimum fee for ad creation – advertiser supplies copy and art elements.
<u>Send artwork to:</u>	Betsy Pierre – betsy@pierreproductions.com / 763-295-5420

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication--the Advocates for Better Health.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Preferred placements are non-cancellable. Other cancellations must be made within 30 days in advance of the artwork deadline.