

# MINNESOTA **Advertise in** **MEDICINE**

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

**PRINT CIRCULATION 4,300**

- **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 2,800 residents and medical students**

## ISSUES AND DEADLINES

**January/February:** Deadline **December 5**  
**March/April:** Deadline **February 5**  
**May/June:** Deadline **April 4**  
**July/August:** Deadline **June 4**  
**September/October:** Deadline **August 2**  
**November/December:** Deadline **October 4**

- **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 \$150 per issue for digital ad via email** to 2,800 residents and medical students

- **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.

## REGULAR AD RATES

Net rates. No agency commission. Cost per insertion. All rates 4C.

AD SIZES	1X	3X	6X
Back Cover	\$1600	\$1450	\$1300
Full page	\$1375	\$1225	\$1100
1/2 page	\$950	\$850	\$775
1/3 page	\$730	\$665	\$600
1/4 page	\$575	\$540	\$500

## DEMOGRAPHICS

### PERSONAL

Male ..... **61%**  
 Female ..... **37%**  
 Unknown/blank ..... **2%**

### SPECIALITY

Primary Care ..... **38%**  
 (Family Medicine, General Practitioners and Internal Medicine)  
 All other specialties ..... **62%**

### YEARS OF PRACTICE

More than 20 ..... **47%**  
 11-19 ..... **18%**  
 4-10 ..... **6%**  
 1-3 ..... **3%**

### SIZE OF PRACTICE

50 or more physicians ..... **3%**  
 10-49 ..... **20%**  
 2-9 ..... **37%**  
 Solo ..... **40%**

### PRACTICE LOCATION

Twin Cities metro area ..... **31%**  
 Out state ..... **69%**



**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, health care policy and health care news.

Advertising in this award-winning medical journal reaches physicians statewide and shows your support for health care leaders in Minnesota.

## 2024 Minnesota Medicine departments

**LIFE IN MEDICINE.** The personal side of physicians' work.

**GOOD PRACTICE.** Ideas that work in clinical practice.

**CLINICAL RESEARCH.** Original research by Minnesota physicians.

**ON CALL.** Mini-profiles of physicians.

## 2024 Feature articles (SUBJECT TO CHANGE)

Healthcare and environmental sustainability, healthcare in immigrant communities, Medicaid unwinding, equity in maternity care, physicians' experience with obesity drugs, women's health, and much more.

If you have topics you would like to see covered, contact [Greg Breining](mailto:Greg.Breining@mmj.org), *Minnesota Medicine* editor.

## ADVERTISING SALES

Betsy Pierre ■ Direct: 763.295.5420 ■ [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com)



MINNESOTA  
MEDICAL  
ASSOCIATION

# MINNESOTA Advertise in MEDICINE

Reach the leaders in Minnesota's physician community

## 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"
1/8 Page**	3-1/2 x 2-1/4"

### MEDIA

- Small electronic files (2MB or smaller) may be emailed to [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com).

The MMA is not responsible for errors in original materials.

### 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.

### ART

All images supplied must be high resolution **EPS**, **TIFF**, or **PDF** or **JPG** files (no less than 300 dpi) in **CMYK or grayscale**. JPEG files and GIF files downloaded from the web are not acceptable for

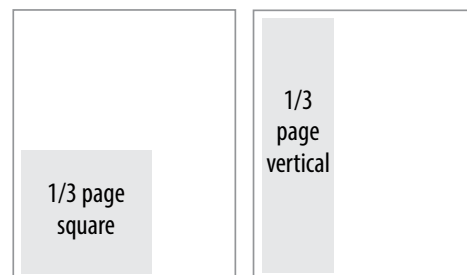
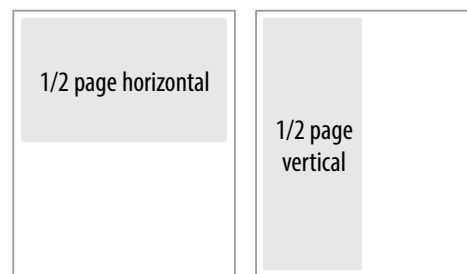
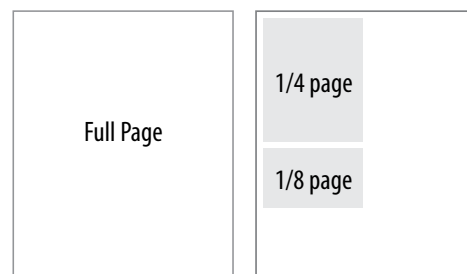
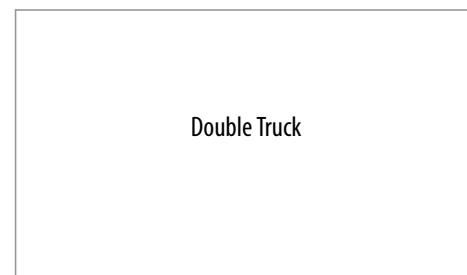
\*If design calls for a bleed, please set your document up to bleed 1/4" on all sides.

\*\*Please design to size specs shown, and add a minimum .5 pt rule if background is white.

print and cannot be used. The MMA is not responsible for the print quality of graphics that do not meet these requirements.

### DESIGN SERVICES

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## ADVERTISING SALES

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MINNESOTA  
MEDICAL  
ASSOCIATION

# MINNESOTA **Advertise in MEDICINE** Reach the leaders in Minnesota's physician community

## Digital advertising

**DEADLINE:** 25th of the month prior to the month of run

### 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 6,900 physicians, clinic managers, hospital administrators and government officials in Minnesota
  - 82% are MMA member physicians
  - 8% are clinic administrators and others in health care
- Each issue contains up to four ads. Your ad includes a link to your URL.
- Approximately 27,600 emails are sent successfully each month
- Above-average open rate of nearly 40%.

### RATES

Net rates • No agency commission • Cost per week

NUMBER OF WEEKS	1X	4X
Top banner ad cost	\$200	\$200
Middle banner ad cost	\$175	\$125

MMA News Now is published 50 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

### MNMED.ORG

- Exclusive positioning with a maximum two advertisers each month.
- Home pages sees an average 3,500 views per month.
- Ad appears on these pages:  
 Home | Education and Events | News and Publications | Find a Physician

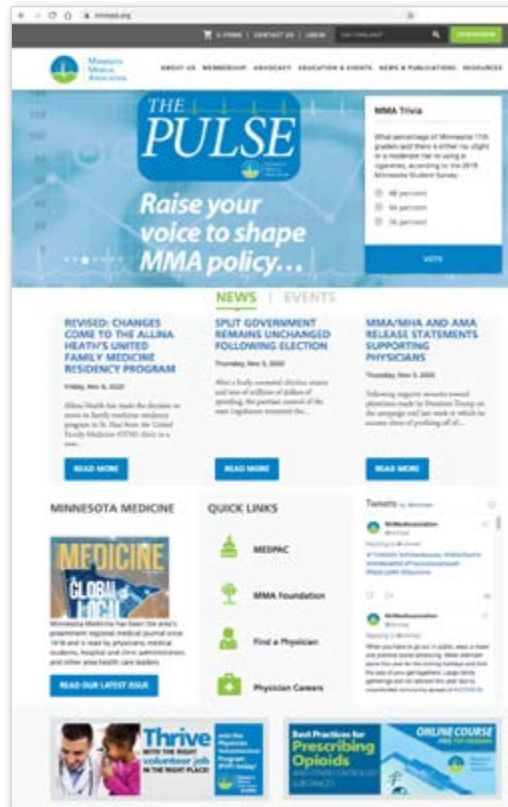
### MNMED.ORG AD SPECS

600 pixels x 1200 pixels  
 File Size: 30KB maximum  
 File Format: GIF or JPG  
 URLs must accompany each ads

### RATES

Net rates • No agency commission • Cost per month

NUMBER OF MONTHS	1X	3X	6X	12X
Run of site	\$500	\$450	\$425	\$400



### NEWS NOW AD SPECS

250 pixels x 250 pixels  
 File Size: 30KB maximum  
 File Format: GIF or JPG  
 URLs must accompany each ad

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■ **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.

*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  
 MEDICAL  
 ASSOCIATION

# MMA Advertising Insertion Order

Minnesota Medical Association

MINNESOTA  
**MEDICINE**



MINNESOTA  
MEDICAL  
ASSOCIATION

## Sales and Partnership Manager

Betsy Pierre

EMAIL [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com)

PHONE 763-295-5420(direct)

**Important:** A signed copy of this Advertising Contract/Insertion Order must be returned to the MMA authorizing your ad. Please sign and send to [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com). No cancellations after closing deadline (the 5th day of the month preceeding issue date of *Minnesota Medicine* magazine).

**Minnesota Medicine**

**MMA Website**

**MMA News Now**

P.O. NUMBER: \_\_\_\_\_

DATE: \_\_\_\_\_

INTERNAL ID NUMBER: \_\_\_\_\_

ADVERTISER

AGENCY

## Advertiser

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## Billing

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## Ad information

ISSUE DATES: \_\_\_\_\_

SIZE: \_\_\_\_\_

POSITION: \_\_\_\_\_

RATE: \_\_\_\_\_

ADDITIONAL INFO: \_\_\_\_\_

BILLING EMAIL: \_\_\_\_\_

SEND MAGAZINE: \_\_\_\_\_

PAYMENT METHOD:

CALL FOR CREDIT CARD

NAME: \_\_\_\_\_

PHONE #: \_\_\_\_\_

INVOICE

SPECIAL INSTRUCTIONS: \_\_\_\_\_

Advertisers will be charged for requested design and production work. Proofs are sent to advertisers requesting design work. Advertisers sending ad artwork are requested to comply with specifications in the MMA Ad Rates book. More detailed information is available upon request or at [mnmed.org/advertising](http://mnmed.org/advertising).

ADVERTISER AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_