

# MINNESOTA Advertise in MEDICINE

Reach the leaders in Minnesota's physician community

PRINT CIRCULATION **4,000**

- 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 4,100 residents and medical students
- BONUS** Link to digital issue shared from weekly MMA News Now Email

## ISSUES AND DEADLINES

- January/February:** Deadline **December 1**
- March/April:** Deadline **February 13**
- May/June:** Deadline **April 1**
- July/August:** Deadline **June 1**
- September/October:** Deadline **August 1**
- November/December:** Deadline **October 1**

- 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** See digital advertising options for ad opportunities in this email.

- 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.

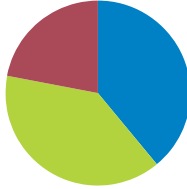
- ISSUANCE** *Minnesota Medicine* is delivered the first full week of issue month.

- 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.

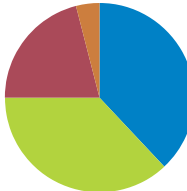
- CANCELLATION** Advertisers may not cancel order for advertising after the closing date. Back cover placements non-cancellable.

## DEMOGRAPHICS



## PRACTICE LOCATION

- Twin Cities metro ..... **39%**
- Rochester ..... **39%**
- Greater Minnesota ..... **22%**



## SIZE OF PRACTICE

- 50 or more physicians ..... **38%**
- 10-49 physicians ..... **37%**
- 2-9 physicians ..... **21%**
- Solo practice ..... **4%**

## TOP SPECIALTIES INCLUDE

- Family medicine
- Internal medicine
- Pediatrics
- Geriatrics
- Anesthesiology
- Diagnostic radiology
- Orthopedic surgery
- Neurology
- General surgery

## AD RATES

AD SIZES	1X	3X	6X
Back Cover	\$1,600	\$1,450	\$1,300
Inside Front Cover	\$1,450	\$1,315	\$1,195
Opposite Inside Front Cover	\$1,450	\$1,315	\$1,195
Full page	\$1,375	\$1,225	\$1,100
1/2 page	\$950	\$850	\$775
1/3 page	\$730	\$665	\$600
1/4 page	\$575	\$540	\$500



*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, healthcare policy and healthcare news.

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

## ADVERTISING SALES

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



MINNESOTA  
MEDICAL  
ASSOCIATION

# MINNESOTA Advertise in MEDICINE

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## 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"

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

\*\*Please design to size specs outlined below (see "AD FILES"), and add a minimum .5 pt rule if background is white.

### MEDIA

- Email ad art to [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com).

The MMA is not responsible for the print quality of graphics that do not meet the requirements outlined below.

### AD FILES

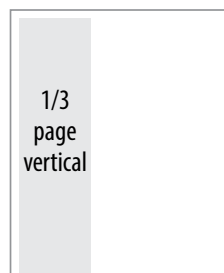
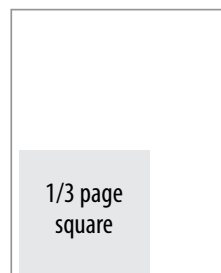
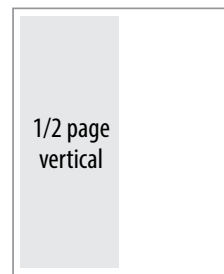
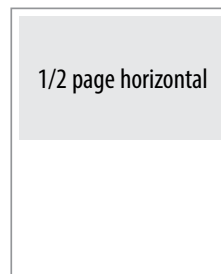
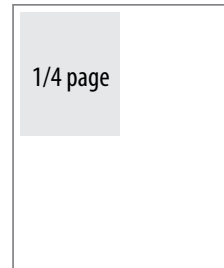
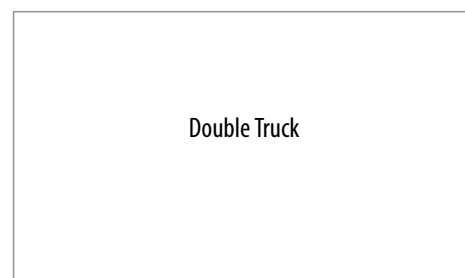
The preferred file format is for all ad files is **press-quality PDF format** (all fonts must be embedded and files must be built to the correct size). We can also accept native files created in **Adobe InDesign** (all imported graphics and fonts must be packaged with the file), **Adobe Illustrator** (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.

### DESIGN SERVICES

Ad design services are available at a cost of \$85/hour, with a one hour minimum charge. Advertisers must approve the proof and any changes before publication.

### NOTE

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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# MINNESOTA Advertise in MEDICINE

Reach the leaders in Minnesota's physician community

## Digital advertising

### 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 7,300 physicians, clinic managers, hospital administrators and government officials in Minnesota
- Each issue contains up to four ads. Your ad includes a link to your URL.
- Above-average open rate of nearly 40%.

### RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Top tile (max. 2)	\$800	\$730	\$670
Middle tile	\$700	\$630	\$580

Ads may be placed weekly based on availability - \$299 per week.

MMA News Now goes out a minimum of 4-times per month.

MMA News Now is not published the week of the 4th of July, Thanksgiving or Christmas.

The monthly rates in these months will be reduced by 25%.

### NEWS NOW AD SPECS

250 pixels x 250 pixels

File Size: 30KB maximum

File Format: GIF or JPG

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

### MNMED.ORG

- Exclusive positioning with a maximum two advertisers per page 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

### RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Placement	\$500	\$425	\$400

### MNMED.ORG AD SPECS

600 pixels x 1200 pixels

File Size: 30KB maximum

File Format: GIF or JPG

URLs must accompany each ad

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

The image displays three examples of digital advertising placements. The top example is a 'NEWS NOW' newsletter featuring a 'TOP TILE' advertisement for 'Magnifying Mental Healthcare' and 'Healing in the Midst of a Cancer Journey'. The middle example is a 'MMA NEWS NOW' newsletter featuring a 'MIDDLE TILE' advertisement for 'EMPOWERING PHYSICIANS CONFERENCE' and 'Special Seminar Series'. The bottom example is a screenshot of the 'MNMED.ORG' website, showing a 'THE VOICE OF MINNESOTA MEDICINE' banner and various content sections like 'Welcome to the Minnesota Medical Association', 'The MMA Foundation', and 'MEMBER EVENTS & RESOURCES'.

MMA NEWS NOW TOP TILE

MMA NEWS NOW MIDDLE TILE

MNMED.ORG AD

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

## Digital advertising

### MINNESOTA MEDICINE DIGITAL ISSUE LAUNCH EMAIL

- Email with link to digital issue sent as each issue publishes typically during the first week of the first month of each issue.
- Reaching approximately 4,100 residents and medical students
- Average open rate 39.6%

### RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Tile ad (max. 2)	\$520	\$475	\$515

### MMA MEDICAL STUDENT NEWSLETTER

- Monthly email specifically reaching approximately 1,150 medical students
- Sent the last Saturday of each month
- Average open rate 62.8%

### RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Tile ad (max. 2)	\$375	\$345	\$315

### MMA RESIDENT/FELLOW NEWSLETTER

- Monthly email specifically reaching approximately 1,300 residents
- Sent the last Saturday of each month
- Average open rate 44.2%

### RATES

NUMBER OF MONTHS (cost/month)	1X	6X	12X
Tile ad (max. 2)	\$375	\$345	\$315

### AD SPECIFICATIONS FOR ALL OPTIONS ON THIS PAGE

250 pixels x 250 pixels

File Size: 30KB maximum

File Format: GIF or JPG

URLs must accompany each ad

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



- **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.
- **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.

*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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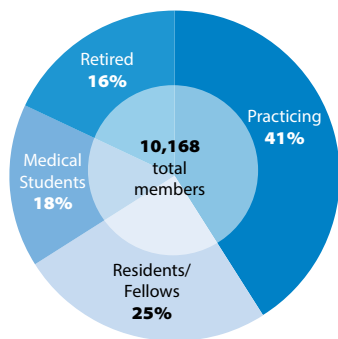
# MMA Annual Sponsorship Opportunity

Reach the leaders in **Minnesota's physician community** all year long!

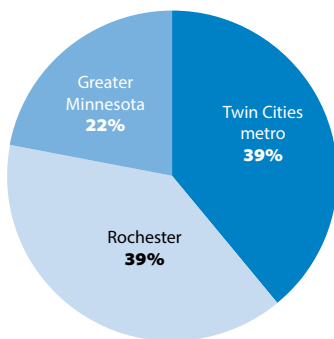
## WHO WE ARE

The Minnesota Medical Association (MMA) is a non-profit professional association representing physicians, residents/fellows and medical students. With more than 10,000 members, the MMA is dedicated to being the leading voice of medicine to make Minnesota the healthiest state and best place to practice.

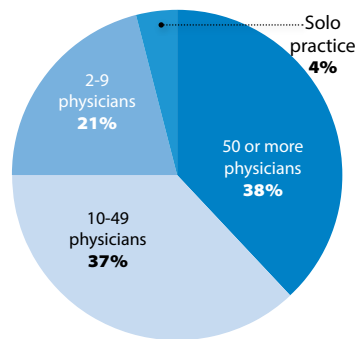
### MMA by the Numbers



### Practice Location



### Size of Practice



## Top specialties include

Family medicine | Internal medicine | Pediatrics | Geriatrics | Anesthesiology  
Diagnostic radiology | Orthopedic surgery | Neurology | General surgery

## ALIGN WITH MMA AS AN ANNUAL SUPPORTING SPONSOR

Benefits offering more than 235,000 impressions include\*:

- Logo recognition in MMA's *Minnesota Medicine* magazine (6 issues x 4,000 circ)
- Logo recognition in MMA's *Minnesota Medicine* magazine digital issue launch email (6 issues x 4,100 circ / 39.6% open rate)
- Logo recognition in MMA's weekly *News Now* email (49 issues x 7,300 circ / 40% open rate)
- Logo recognition on MMA's MNMed.org (12 months x 3,500 visits)
- Logo recognition in MMA's monthly Medical Student email (12 issues x 1,150 circ / 62.8% open rate)
- Logo recognition in MMA's monthly Resident/Fellow email (12 issues x 1,300 circ / 44.2% open rate)
- Logo recognition in MMA's Physicians Forum promotions (multiple areas)
- Logo recognition at MMA's Physicians Forum events (approx. 2 to 3)
- Verbal recognition from speaker at MMA's Physicians Forum events (approx. 2 to 3)
- Logo recognition in MMA's Fall Event promotions (multiple areas)
- Logo recognition via signage at MMA's Fall Event (approx. 200)
- Verbal recognition from podium at MMA's Fall Event (approx. 200)

\*Impression, circulation, visit and open rates are approximates.

## ANNUAL INVESTMENT

\$1,999 | Sponsorship runs for 12 months from start date.



## SPONSORSHIP SALES

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# MMA Physician Forum Sponsorship Opportunity

Capture attention as area physicians learn and grow through **MMA's Physician Forums!**

## EXPECTING FOUR FORUMS IN 2025

Typical attendance: 20-50 people

### SPONSOR BENEFITS

- Logo recognition with Forum promotions
- Logo recognition where detailed on MNMed.org (hotlinked)
- Verbal mention during session
- 1-3 sentence company description in post-Forum email to all attendees
- Attendee list following event (name and organization)

### SPONSOR INVESTMENT

- \$799 for all 2025 Forums, or
- \$299 per session

## SPONSORSHIP SALES

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MINNESOTA MEDICAL ASSOCIATION

**Physician Forums**  
*Emerging Topics in Healthcare, Health Equity and Well-Being*

**Challenging Cases and Updated Guidance for Syphilis, including Congenital Syphilis**  
Tuesday, October 1 | Noon – 1pm

Presented in partnership with the Minnesota Dept. of Health **mi** DEPARTMENT OF HEALTH

MINNESOTA MEDICAL ASSOCIATION

**Physician Forums**  
*Emerging Topics in Healthcare, Health Equity and Well-Being*

**Minnesota's Rural Health Care Workforce**  
Wednesday, February 21 | Noon – 1pm

Presented in partnership with the University of Minnesota **M** MEDICAL SCHOOL UNIVERSITY OF MINNESOTA Driven to Discover®

MINNESOTA MEDICAL ASSOCIATION

**Physician Forums**  
*Emerging Topics in Healthcare*

**Opioid Prescribing: Replacing the Contract with Conversation for Better Outcomes**  
Tuesday, December 5 | Noon – 1pm

Presented in partnership with MINNESOTA ACADEMY OF FAMILY PHYSICIANS Shared Decision Making Collaborative **StratisHealth**

# MMA Advertising Insertion Order

Minnesota Medical Association  
3433 Broadway Street NE, Suite 187  
Minneapolis, MN 55413

MINNESOTA  
**MEDICINE**



MINNESOTA  
MEDICAL  
ASSOCIATION

## Sales Coordinator

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). Advertiser agrees to ad details as noted in current MMA rate card.

- Minnesota Medicine**
- MMA News Now**
- MMA mnmed.org website**
- Minnesota Medicine Digital Email**
- MMA Medical Student eNewsletter**
- MMA Resident eNewsletter**

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: \_\_\_\_\_

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: \_\_\_\_\_



**MMA Physicians Forum Order**

Please reserve the following participation - (reference current rate card)

Your MMA Ad Sales Contact:

Betsy Pierre, Sales Manager-763-295-5420 | [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com)

Complete and return

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Invoice Contact/Address (if different from above):

\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Options (check choice):

\_\_\_\_\_ Annual Sponsorship – 2025 - \$799

\_\_\_\_\_ Individual Session Sponsorship - \$299

Session Date/Name: \_\_\_\_\_

Other Notes: \_\_\_\_\_

Signing below constitutes agreement to the details listed above

\_\_\_\_\_  
Advertiser's Signature Date

Your MMA Contact: Betsy Pierre - 763-295-5420 / [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com)

Payment – please check choice: \_\_\_\_\_ invoice full amount \_\_\_\_\_ charge full amount now\*

\*Please call your MMA Ad Sales Rep to provide credit card info

Credit card number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration: \_\_\_\_\_ / \_\_\_\_\_ CVV#: \_\_\_\_\_

Credit card statement address:

\_\_\_\_\_