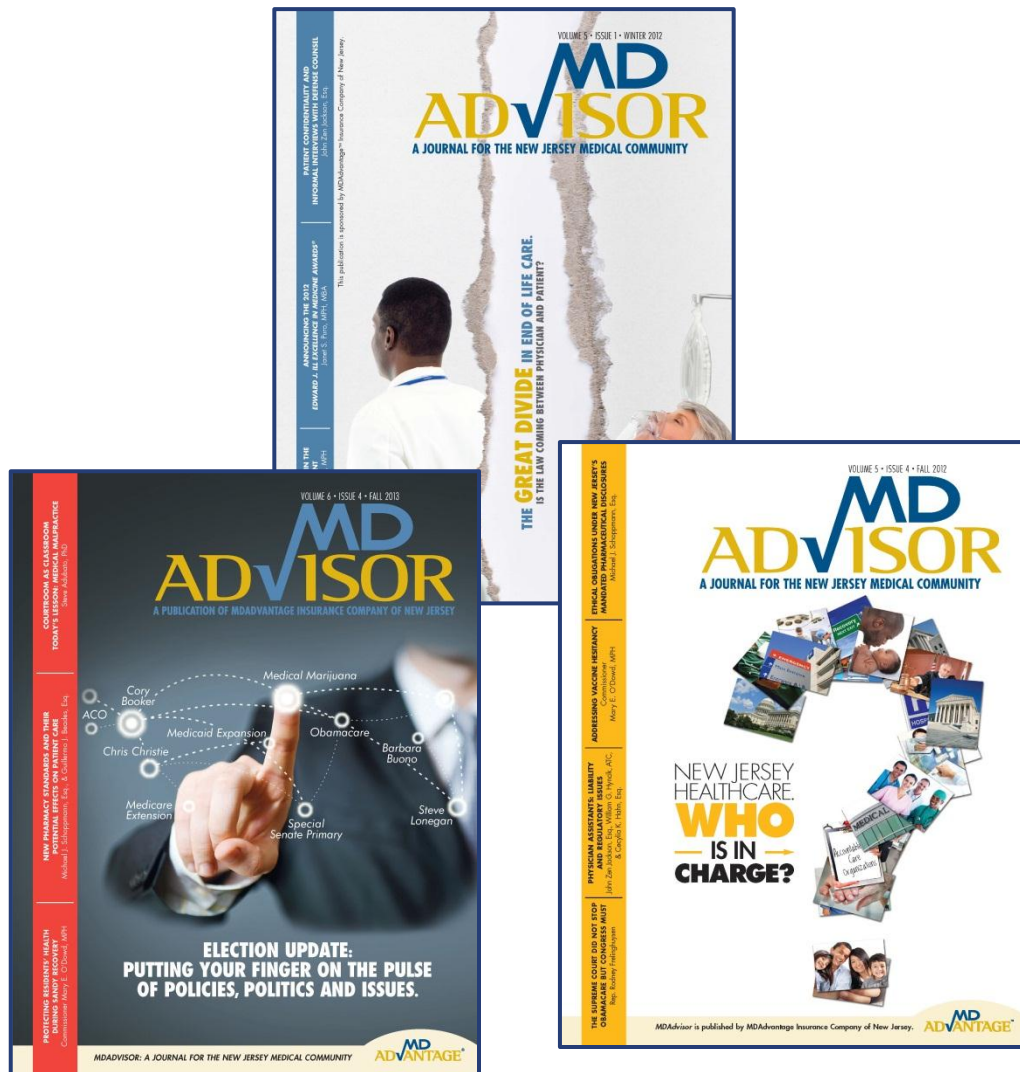


MD ADVISOR

A PUBLICATION OF MDAVANTAGE INSURANCE COMPANY OF NEW JERSEY

2015 MEDIA KIT



MDAdvantage Insurance Company of New Jersey
 100 FRANKLIN CORNER ROAD, LAWRENCEVILLE, NEW JERSEY 08648-2104
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Proud sponsor of the *Edward J. III Excellence in Medicine Awards*[®]
 Publisher of *MDAdvisor, A Journal for the New Jersey Medical Community*

READERSHIP DATA – 2015

MDADVISOR AUDIENCE

Physicians and healthcare professionals turned to *MADvisor* for updates on current topics in healthcare and insightful commentary. By publishing a diverse range of timely, peer-reviewed MEDLINE® indexed original articles, *MADvisor* provides readers with information related to medicine, health policy, risk management, legal and regulatory issues, medical history, electronic information and communication and related topics.

MADvisor readers include:

- Physicians, nurses and other practitioners
- Executive management of medical group practices of all sizes
- Hospital executives, chief medical officers, department chairs
- Public health professionals and others who have an interest in healthcare
- Medical libraries and universities across the United States and internationally

READER PROFILE

MADvisor is received quarterly by physicians in virtually every specialty and practice setting. In addition to *MADvantage* policyholders, it is circulated to physicians in a diverse range of specialties.

MADvisor readers are affluent, educated healthcare professionals and leaders in a position to directly influence buying decisions.

BUSINESS PROFILE

MADvisor reaches healthcare leaders and organizations, both large and small.

Average Circulation: 5,000 hard copies and 11,000+ electronic copies (>16,000 Readers; does not take into account shared copies in medical practices, hospitals, medical libraries, etc.)

PUBLICATION SIZE: 8.5" x 11"

EDITORIAL CALENDAR 2015

Note: Each issue may include additional content for online version only. Also, at the publisher's discretion, mid-issue articles may be distributed.

Issue	Topics	Space Close	Material Due
January	<ul style="list-style-type: none"> - Public Health - Communication - Risk Management - Edward J. III Excellence in Medicine Awards – honoree announcement - Legislative Update - Emerging Medical Leader Column 	November 1	November 15
May	<ul style="list-style-type: none"> - Public Health - Communication - Risk Management - Edward J. III Excellence in Medicine Awards – honoree perspective columns - Legislative Update - Emerging Medical Leader Column 	February 1	February 15
July	<ul style="list-style-type: none"> - Public Health - Communication - Risk Management - Legislative Update - Emerging Medical Leader Column 	April 1	April 15
October	<ul style="list-style-type: none"> - Public Health - Communication - Risk Management - Election News and Legislative Update - Emerging Medical Leader Column 	July 1	July 15

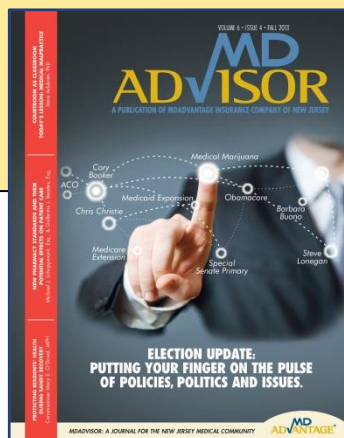
Additional solicited and unsolicited articles will be published on an ongoing basis. Topics will include:

- Technology updates for medical practices and other healthcare settings
- Legal/regulatory updates on current topics
- Social media in the healthcare setting
- Review of medical research
- Practice management updates
- Other topics of interest to the healthcare community

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2015 Rate Card



MDAdvisor is committed to being the leading peer-reviewed MEDLINE® indexed publication that physicians and healthcare professionals turn to for updates on current topics in healthcare and insightful commentary. **MDAdvisor** publishes a diverse range of timely articles that provides readers with information related to medicine, health policy, risk management, legal and regulatory issues, medical history, electronic information and communication and related topics.

CLOSING DATES

SPACE: On the 1st of the month, 90 days prior to issue date.

MATERIAL: On the 1st of the month, 75 days prior to issue date
(January—May—July—October)

CANCELLATIONS: 75 days prior to issue date.

ADVERTISING POLICIES

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The publisher is not liable for any errors in material or ad reproduction errors provided by advertisers.

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½ Horizontal Page	\$1,860	\$1,750	\$1,550
¼ Page	\$1,520	\$1,420	\$1,220

4-COLOR AD RATES (NET COST)

Size	1x	2x	4x
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¼ Page	\$2,030	\$1,950	\$1,775

Premium rates apply for cover pages. All rates subject to change.

ADVERTISING PAGE DIMENSIONS

Size	(W x H)
Full Page	7.5" x 10"
½ Horizontal Page	7.5" x 4.75"
¼ Page	3.62" x 4.75"

PRINT SPECIFICATIONS

PLATFORM: MacIntosh

PREFERRED FILE FORMAT: Adobe Acrobat PDF Files with colors as CMYK or grayscale, all fonts embedded and output set to "Press Quality." Do not include OPI when distilling PDFs.

OTHER ACCEPTED FILE FORMATS: Flattened, 300 dpi or higher resolution TIFF or EPS files. All pictures and colors should be CMYK or grayscale, and all fonts need to be either embedded or outlined.

IMAGES: All continuous tone images must have an effective resolution of at least 300 dpi. Bitmapped and line art must have an effective resolution of at least 1200 dpi.