

MD ADVISOR

A PUBLICATION OF MDADVANTAGE INSURANCE COMPANY

2020 MEDIA KIT



READERSHIP DATA – 2020

***MDADVISOR* AUDIENCE**

Physicians and healthcare professionals turn 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
- Legislators
- 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 *MAD*Advantage 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

*MAD*Advisor reaches healthcare leaders and organizations, both large and small.

Average Circulation: 5,000 hard copies and 5,000+ electronic copies (Does not take into account shared copies in medical practices, hospitals, medical libraries, etc.)

PUBLICATION SIZE: 8.5" x 11"

EDITORIAL CALENDAR 2020

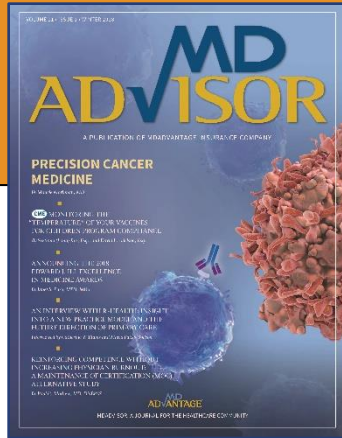
Note: Each issue may include additional content for online version only. Also, at the publisher's discretion, mid-issue articles may be distributed.

Issue	Topics	Space Close	Material Due
January	<ul style="list-style-type: none"> - Public Health - Communication - Risk Management - Edward J. Ill 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. Ill 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

2020 Rate Card



FEATURED EXCLUSIVE AD FOR ONLINE ISSUE ANNOUNCEMENT

Size	1x
Banner	\$1,000

BLACK AND WHITE AD RATES (NET COST)

Size	1x	2x	4x
Full Page	\$2,190	\$2,080	\$1,880
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
Full Page	\$2,790	\$2,680	\$2,540
½ Horizontal Page	\$2,460	\$2,240	\$2,100
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"
Front & Back Cover	8.5" x 11"; .125 bleed no crop marks

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.

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.

ADVERTISING POLICIES

Publisher reserves the right to refuse any advertising and shall be under no liability, for any cause, to insert an advertisement.

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