



michigan MEDICINE

Michigan State Medical Society Michigan Medicine® Digital Publication

2023 MEDIA KIT

The Must-Read Source for Health Care



About the Digital Publication

Michigan Medicine® crosses all specialty lines and hits hard on current issues affecting patient care, practice management and technology, physician reimbursement, cost controls, human resource trends and legal matters. Michigan Medicine® also presents thought-provoking and inspiring profiles of physicians who are pursuing unique approaches to the challenges of practicing medicine today. Published since 1901, Michigan Medicine® is the official digital publication of the Michigan State Medical Society.



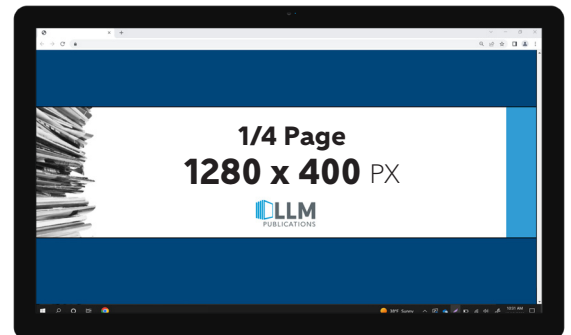
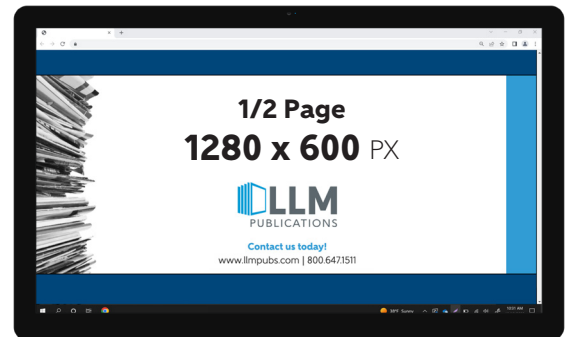
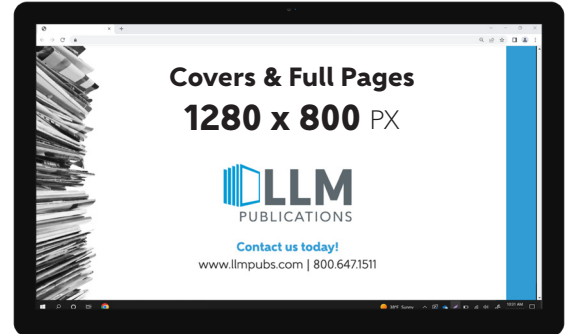
Display Advertisement Rates

	1x	3x	6x
Cover Ads	\$ 2,450	\$ 2,200	\$ 1,950
Inside Cover*	\$ 2,350	\$ 2,100	\$ 1,850
Full Page*	\$ 2,000	\$ 1,750	\$ 1,500
1/2 Page	\$ 1,400	\$ 1,350	\$ 1,100
1/4 Page	\$ 1,100	\$ 950	\$ 800

2023 Advertising Deadlines

Issue	Space Deadline	Artwork Deadline
Jan	Dec 6	Dec 10
Mar	Jan 31	Feb 7
May	Apr 4	Apr 12
July	Jun 13	Jun 20
Sep	Aug 8	Aug 15
Nov	Oct 4	Oct 11

Artwork Specifications



Contact

For more information, please contact:

Grandt Mansfield
503-445-2226
grandt@llmpubs.com
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Ad Submission

Format **in5 Digital Publication** • Published **Bimonthly**

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- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad?

Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.

Michigan State Medical Society Website and Medigram Newsletter and News Center

Web Ad Specifications

The *Medigram* Newsletter and News Center tackles today's most relevant stories, gathered from leading news sources and other critical industry publications. Delivered to the inboxes of subscribers, *Medigram* keeps professionals informed on the topics that matter most.

Subscribers are decision-makers with purchasing power and are the top-tier experts in the industry.

<i>Medigram ads</i>	6 Month Rate	12 Month Rate	Available Ads	eNews Ad Size (pixels)
Leaderboard Ad	\$ 4,350	\$ 6,200	1	728x90
Sub-Leaderboard	\$ 3,950	\$ 5,600	1	580x70
Horizontal Product Showcase	\$ 3,850	\$ 5,500	1	275x175
Vertical Product Showcase	\$ 3,850	\$ 5,500	1	350x125
Box Ad	\$ 3,500	\$ 5,000	2	300x250
Banner Ad	\$ 3,150	\$ 4,500	3	468x60
Social Text Ad	\$ 1,250	\$ 2,300		*See Notes

Submission Format: GIF, JPG

File Size: 10kb for Social Media Icons; 40kb for All Other Ads

Leaderboard: This premier position provides your company with top exposure and quality traffic.

Sub-Leaderboard: The Sub-Leaderboard gives your company a prominent position right under the association's masthead.

Product Showcase: Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

Box Ad: This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

Banner Ad: Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Social Text Ad: Leverage the power of words and social media to drive traffic to your website and social media channels.

*The Social Text ad includes: 35x35 social media icon, 215x85 main image, 5-word headline, and 15-word text ad.

REACH A READERSHIP OF

22,860 MICHIGAN PHYSICIAN & MEDICAL PROFESSIONALS

MSMS Website	6 Month Rate	12 Month Rate	Available Ads	Ad Size (pixels)
Skyscraper	\$ 4,350	\$ 6,200	15	160x600

Skyscraper: This is a vertical banner on the right side of homepage and left side of nearly all interior pages on msms.org.

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