

2018 ADVERTISING OPPORTUNITIES

CHOICE 1

MEDICAL SOCIETY OF THE STATE OF NEW YORK NEWS OF NEW YORK



The **NEWS OF NEW YORK** is a full color digital publication. It has the largest circulation reaching physicians in New York State (circ. 18,000). The **NEWS OF NEW YORK** is focused on regulatory, legislative and economic issues that have immediate impact on the daily practice of New York State physicians, and keeps member physicians up-to-date on the events and activities of their Medical Society. The readers and members receiving **NEWS OF NEW YORK** constitute one of the most important medical and demographic groups in the world.

BONUS! Each issue of **NEWS OF NEW YORK**, including advertising, is posted on mssny.org at no additional charge.

MSSNY's high value audience of professionals looks to **NEWS OF NEW YORK** for advertisers of insurance, pharmaceuticals, financial planning, auxiliary medical services, legal representation, seminars, luxury vacations, upscale real estate, senior living opportunities, business management solutions and more.

For more information, please call **Christina Southard** at: **(516) 488-6100 ext. 355** or email: csouthard@mssny.org

DISPLAY RATES	Size	1X	3X	6X	11X
Full page	(8.5" w x 11" h)	\$1,500	\$1,200	\$1,125	\$1,000
Junior	(5.25" w x 7.125" h)	\$1,125	\$ 900	\$ 850	\$ 750
Half	(vertical 3.75" w x 10.325" h) (horizontal 8" w x 5" h)	\$ 900	\$ 720	\$ 675	\$ 600
Quarter	(3.75" w x 5" h)	\$ 500	\$ 400	\$ 375	\$ 350
CLASSIFIED		\$200 Flat Rate			
(1x in <i>News of New York</i> and 4x in <i>eNews</i>)		\$250 With photo			

CHOICE 2



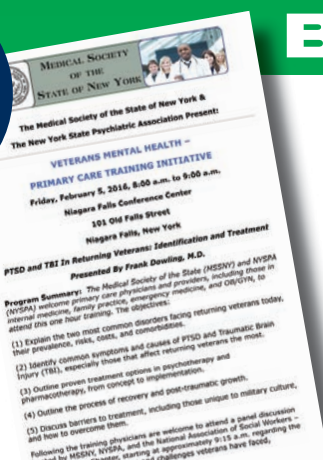
Banner Advertisement Rates
with link to your website or landing page
Banner Ad (728 x 90)
\$500 1x • \$750 2x • \$1000 3x

150 Word Blurb
\$500 1x
\$750 2x

eNews is mailed to more than 24,000 New York State Physicians every Friday afternoon



CHOICE 3



Blast Emails

The rates are as follows

\$1,000 base rate & \$400 per thousand email addresses

- The \$1,000 Base rate charge is a fee charged each time for each email blast. Emails can be divided by county, region or specialty.
- Distribution time will be within 24-48 hours of receipt of the final copy. Email blasts will be sent Monday, Tuesday or Wednesday. No client email blasts will be sent on Thursday or Friday. MSSNY reserves the right to alter distribution date, based upon scheduling of in-house emails.
- MSSNY reserves the right to reject objectionable material or material that is deemed a conflict of interest with MSSNY policy and/or approved vendors.

For more information, please call **Christina Southard** at: **(516) 488-6100 ext. 355** or email: csouthard@mssny.org

MSSNY ADVERTISING POLICIES

- MSSNY reserves the right to refuse any advertising on the basis of editorial discretion.
- MSSNY reserves the right to terminate advertising at any time for any reason.
- MSSNY reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from content.
- Products and/or services advertised by external organizations on www.mssny.org are in no way endorsed by MSSNY.
- Customer supplied artwork must adhere to any and all trademark and copyright laws.
- Advertising is sold on a first come, first served basis.
- Prepayment is required for all advertisements.