

Ad sizes and rates

The AMA publishes the *Alberta Doctors' Digest* digital news magazine six times annually. Display and classified ads placed in *ADD* appear in the current issue and all back issues for two months. Sponsored articles appear in the current issue only and then become archived within the appropriate back issue. *MD Scope* is published at least twice a month. Classified ads are published with *MD Scope* online at www.albertadoctors.org/scope-classifieds.

Display ads for the *Digest*

<i>Dimensions: Leaderboard (728 x 90 px); Square (300 x 250 px)</i>					
Ad size	Content category	Position	Visibility	One-time rate	Six-time rate
Leaderboard (728 x 90 px)	Home page	Header	Above the fold	\$1,500	\$1,200
Square (300 x 250 px)	Home page	Side bar	Above the fold	\$950	\$750
Leaderboard	Feature article	Header	Above the fold	\$950	\$750
Square	Feature article	Side bar	Above the fold	\$700	\$550
Square	Feature article	Side bar	Below the fold	\$700	\$550
Leaderboard	Feature article	Footer	Below the fold	\$550	\$460
Leaderboard	Department article	Header	Above the fold	\$700	\$550
Square	Department article	Side bar	Above the fold	\$550	\$460
Square	Department article	Side bar	Below the fold	\$550	\$460
Leaderboard	Department article	Footer	Below the fold	\$440	\$350

When submitting a display ad, please provide website URL (web address). We now accept animated .gif images.

Video

<i>Dimensions: Square (300 x 250 px)</i>				
Content category	Position	Visibility	One-time rate	Six-time rate
Home page	Side bar	Above the fold	\$1,500	\$1,200
Feature article	Side bar	Above the fold	\$875	\$725
Feature article	Side bar	Below the fold	\$875	\$725
Department article	Side bar	Above the fold	\$700	\$550
Department article	Side bar	Below the fold	\$700	\$550

Content advertising (articles)

Ad type	Visibility	Cost per issue
Sponsored article – Feature	Above the fold	\$3,220
Sponsored article – Department	Below the fold	\$2,625

Classified ads for the *Digest* and *MD Scope*

\$85 for 50 words or less; 25¢ each additional word

Member discounts

40% for classifieds 25% for display ads

Prices listed above do not include GST.

Effective November 2018

The Alberta Medical Association reserves the right to refuse advertising that promotes products or services offered by companies associated with the AMA.

