

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 pixels); Square (300 x 250 pixels)</i> | | | | | |
|---|--------------------|----------|----------------|---------------|---------------|
| Ad size | Content category | Position | Visibility | One-time rate | Six-time rate |
| Leaderboard (728 x 90 pixels) | Home page | Header | Above the fold | \$1,500 | \$1,200 |
| Square (300 x 250 pixels) | 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 October 2020

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

