

Alberta Doctors'
DIGEST

MDScope

MEDIA KIT

APRIL 2019

Alberta physicians rate the Alberta Medical Association as their most trusted source of news and information about the health care system.

Alberta Doctors' DIGEST

The *Alberta Doctors' Digest* is the AMA's bimonthly digital magazine. The publication focuses on the business, politics and economics of health care in Alberta. Featured regular columns include: Health Law Update, Dr. Gadget, Insurance Insights and much more.

ADD is readable on any computer or mobile device and printable on the reader's printer. It's available at add.albertadoctors.org

MDScope

MD Scope is the AMA's email newsletter, sent to members and subscribers at least twice each month. Open rates are around 50%.

Typical stories include:

- AMA news and events.

- Member benefits and services.

- Alberta Health Services/Alberta Health initiatives and updates.

- Program-related information: Physician and Family Support Program, Optimized Prescribing with Seniors, etc.

- Conferences, workshops and other learning opportunities.

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.



2019 Publication Deadlines

[*Classified ads are accepted for all issues of *ADD* and *MD Scope*]

Alberta Doctors' Digest

ISSUE	COPY AND AD DEADLINES (display and classified)
January/February	Tuesday, December 11, 2018
Emailed Wednesday, January 16	
March/April	Friday, February 8
Emailed Wednesday, March 13	
May/June	Thursday, April 11
Emailed Wednesday, May 15	
July/August	Friday, June 7
Emailed Wednesday, July 10	
September/October	Friday, August 9
Emailed Wednesday, September 11	
November/December	Thursday, October 10
Emailed Wednesday, November 13	

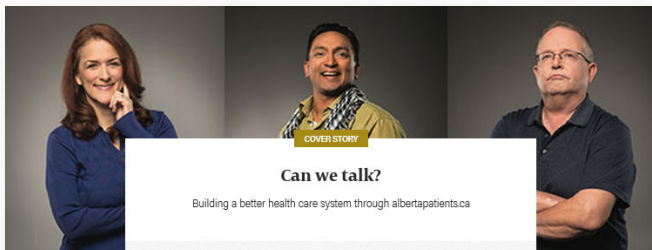
MD Scope

ISSUE (Thursdays)	CLASSIFIED AD DEADLINES (Thursdays)
January 3	December 27, 2017
January 17	January 10
February 7	January 31
February 21	February 14
March 7	February 28
March 21	March 14
April 4	March 28
April 18	April 11
May 2	April 25
May 16	May 9
June 6	May 30
June 20	June 13
July 4	June 27
July 18	July 11
August 1	July 25
August 15	August 8
September 5	August 29
September 9	September 12
October 3	September 26
October 17	October 10
November 7	October 31
November 21	November 14
December 12	December 5

Submitting an advertisement

To submit an ad or to request more information, please contact:

Daphne C. Andrychuk
 Communications Assistant, Public Affairs
 Alberta Medical Association
 12230 106 Ave NW, Edmonton AB T5N 3Z1
 T 780.482.2626, ext. 3116
 TF 1.800.272.9680, ext. 3116
 F 780.482.5445
daphne.andrychuk@albertadoctors.org



FEATURED STORIES



Emerging Leaders In Health Promotion: Play, Learn, Teach!



There's someone new on the AMA Senior Management Team!



New Indigenous Health Committee seeks spiritual guidance



AMA Policy Statement on Health Informatics

FROM THE EDITOR

Putting things off

We avoid doing things that need to be done. We procrastinate.

DENNIS W. JIRSCH
 MD, PhD | Editor



August 2, 2018



What are your experiences working with WCB-Alberta?

The AMA is seeking member input in anticipation of fall negotiations with the Workers' Compensation Board – Alberta.

We want to hear about your experiences working with WCB-Alberta, including thoughts regarding recent changes; concerns, conflicts and challenges; opportunities for improved process; and any other thoughts you may have that we could bring forward to the negotiating table.

We thank you in advance for providing your valuable feedback. Please get in touch with us at wcbnegotiations@albertadoctors.org.

[Send us an email](#)



What is the Rx use of opioids among Albertans?

Discussions between patients and their physicians about the use of opioids to manage pain are relatively common in Alberta. Fewer patients, however, actually receive a prescription. But according to a recent survey conducted by albertapatient.ca, fewer patients actually receive a prescription.

More than 2,100 Albertans completed the survey this May. You can view the [detailed findings and key results, here](#).

albertapatient.ca is an online patient engagement community. Alberta's doctors, through the Alberta Medical Association, established albertapatient.ca to engage in dialogue about health care in our province.

[Detailed findings and key results](#)

Top stories from our last issue

Here are the top stories from the July 19 issue of *MD Scope*:

- Updated standards now in effect
- It's now easier to help patients with AISH applications
- How do you resolve aggression in patients with dementia? Treat pain

MD Scope Classifieds

In the August 2, 2018 *MD Scope Classifieds* you'll find listings for:

- Locums wanted
- Physicians wanted
- Space available
- Conference
- Clinic for sale
- Services offered

[View MD Scope Classifieds](#)

