

Alberta Doctors'
DIGEST

MDScope

MEDIA KIT

APRIL 2021

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, which focuses on the business, politics and economics of health care in Alberta. Featured regular columns include: Health Law Update, Student Spotlight, PFSP Perspectives, Insurance Insights and Classifieds.

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 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.



2021 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	December 11, 2020
Emailed Wednesday, January 13	
March/April	February 9
Emailed Wednesday, March 10	
May/June	April 8
Emailed Wednesday, May 12	
July/August	June 4
Emailed Wednesday, July 7	
September/October	August 6
Emailed Wednesday, September 8	
November/December	October 7
Emailed Wednesday, November 17	

MD Scope

ISSUE (Thursdays)	CLASSIFIED AD DEADLINES (Thursdays)
January 14	January 7
January 28	January 21
February 11	February 4
February 25	February 18
March 11	March 4
March 25	March 18
April 8	April 1
April 22	April 15
May 13	May 6
May 27	May 20
June 10	June 3
June 24	June 17
July 8	June 1
July 22	July 15
August 5	July 29
August 19	August 12
September 9	September 2
September 23	September 16
October 7	September 30
October 21	October 14
November 4	October 28
November 18	November 11
December 9	December 2

Submitting an advertisement

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

Debbie B. Kuss
 Administrative Assistant, Digital & Team Support, Public Affairs
 Alberta Medical Association
 12230 106 Ave NW, Edmonton AB T5N 3Z1
 T 780.453.3782
 TF 1.800.272.9680
debbie.kuss@albertadoctors.org

WHAT TO DO IF YOU FEEL SICK

CONNECT WITH YOUR FAMILY DOCTOR

#StayHealthyAB SHARE CARE

HOW TO WASH YOUR HANDS

WASH YOUR FACE

STAY DISTANT TOGETHER

Share the Care campaign promotes quality care during pandemic
 Promoting healthy behaviors and the value of strong doctor-patient relationships

FEATURED STORIES

FROM THE EDITOR

Life in the time of COVID-19
 We're discombobulated for sure
 DENNIS W. IRISCH MD, PhD | Editor

Waiting, waiting for the vaccine
 VANDA KILLEEN Senior Communications Consultant, AMA, Public Affairs

Mixing curling with COVID
 J. ROBERT LAMPARD MD

Saddle Lake First Nation's fight against COVID-19
 MARVIN POLIS

Laboratory medicine key in Alberta's COVID-19 response
 LORI WELTZ

ALBERTA MEDICAL ASSOCIATION

MD Scope

October 15, 2020

Financial Health: \$7.81 million

Capacity Building: \$6.16 million

Well Being: \$1.44 million

System Partnership and Leadership: \$9.95 million

Stand together. Renew your AMA membership.

As the physicians of Alberta face the two years that lie ahead, every membership counts. We must stand together, and if we do, we will come out of this period stronger and more prepared than ever to support our patients and each other.

Have you renewed your membership yet?
 Renewing is the first and most important way that you and every doctor in Alberta can contribute to this fight. By standing together, we will come out of this period stronger and more prepared than ever to support our patients and each other. Continue reading to find out how and view an infographic we developed to show how your membership dues will make a difference.

How your membership dues make a difference

Welcome to the AMA representative Forum

Call for Nominations: Zonal/Regional RF Delegates

Fall 2020 Representative Forum Reports and Resolutions NOW AVAILABLE
 (Login required)

Top story from our last issue
[\(If you haven't yet\) It's time to renew your AMA membership](#)

View MD Scope archive

MD Scope Classifieds

In the October 15, 2020 MD Scope Classifieds you'll find listings for:

- Physicians wanted
- Space available
- For sale
- Services

View MD Scope Classifieds

We are here with you and for you.
 Call AMAs Physician and Family Support Program
1.877.767.4637
 24 hours a day