

Alberta Doctors'
DIGEST

MDScope

MEDIA KIT

OCTOBER 2022

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*

Dimensions: Square (300 X 250 px)					
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 accept animated .gif images.

Video

Dimensions: Square (300 X 250 px)				
Content Category	Position	Visibility	One-Time Rate	Six-Time Rate
Feature Article	Sidebar	Above the fold	\$875	\$725
Feature Article	Sidebar	Below the fold	\$875	\$725
Department Article	Sidebar	Above the fold	\$700	\$550
Department Article	Sidebar	Below the fold	\$700	\$550

Content advertising (articles)

Content Category	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 2022

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



2023 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 14, 2022
Emailed Wednesday, January 11	
March/April	February 8
Emailed Wednesday, March 8	
May/June	April 12
Emailed Wednesday, May 10	
July/August	June 14
Emailed Wednesday, July 12	
September/October	August 9
Emailed Wednesday, September 13	
November/December	October 11
Emailed Wednesday, November 15	

MD Scope

ISSUE (Thursdays)	CLASSIFIED AD DEADLINES (Thursdays)
January 12	January 5
January 26	January 19
February 9	February 2
February 23	February 16
March 16	March 9
March 30	March 23
April 13	April 6
April 27	April 20
May 11	May 4
May 25	May 18
June 15	June 8
June 29	June 22
July 13	July 6
July 27	July 20
August 17	August 10
August 31	August 24
September 14	September 7
September 28	September 21
October 12	October 5
October 26	October 19
November 16	November 9
November 30	November 23
December 14	December 7

Submitting an advertisement

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

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