



# MEDIA KIT | 2024



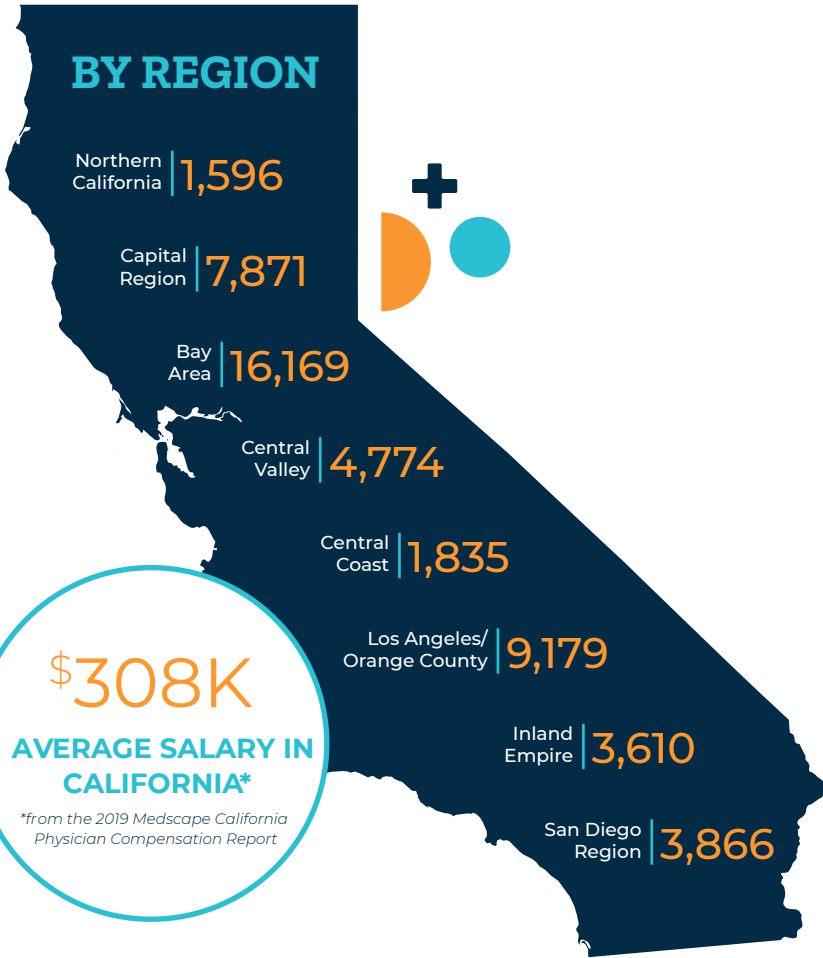
CALIFORNIA  
MEDICAL  
ASSOCIATION

# MEMBERSHIP BY THE NUMBERS

CMA SERVES NEARLY 50,000 PHYSICIAN MEMBERS



## BY REGION



## TOP SPECIALTIES

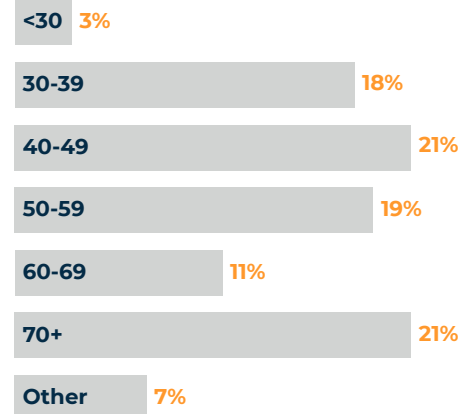
Internal Medicine	16%
Family Medicine	14%
Pediatrics	8%
Obstetrics and Gynecology	6%
Emergency Medicine	5%
Anesthesiology	5%
Psychiatry	3%
Ophthalmology	3%
Orthopedic Surgery	3%
Cardiovascular Disease	2%
Dermatology	2%
General Surgery	2%

## BY GENDER



Female: 38.7 | Male: 57.5% Other: 3.8%

## BY AGE



50,000  
MEMBERS



200+  
MEDICAL GROUPS



27  
SPECIALTY SOCIETIES



32  
COMPONENT MEDICAL SOCIETIES

# CMA NEWSWIRE

## Reach Over 78,000 Subscribers

CMA Newswire is a biweekly newsletter distributed via e-mail to more than 78,000 subscribers (including physicians, medical practice managers, hospital medical staffs, and more).

### Advertising Rates\*

Size	1x	4x	8x	12x	24x
Banner Ad - 550 x 120 px	\$2,799	\$1,999	\$1,599	\$1,199	\$999

\*Rates listed above are per insertion. Limited to three (3) advertisers per issue.

### File Specifications

- + 550 pixels wide x 120 pixels high
- + 72 dpi
- + Graphics must be submitted in .jpg or .png format.
- + Maximum file size: 100K
- + Ad will be linked to your specified website.
- + Ads will be placed upon approval and payment.

### 2024 Distribution Schedule

Distribution Date	Materials Close	Distribution Date	Materials Close
1/9/24	1/2/24	7/9/24	7/2/24
1/23/24	1/16/24	7/23/24	7/16/24
2/6/24	1/30/24	8/6/24	7/30/24
2/20/24	2/13/24	8/20/24	8/13/24
3/5/24	2/27/24	9/3/24	8/27/24
3/19/24	3/12/24	9/17/24	9/10/24
4/2/24	3/26/24	10/1/24	9/24/24
4/16/24	4/9/24	10/15/24	10/8/24
4/30/24	4/23/24	10/29/24	10/22/24
5/14/24	5/7/24	11/12/24	11/5/24
5/28/24	5/21/24	11/26/24	11/19/24
6/11/24	6/4/24	12/10/24	12/3/24
6/25/24	6/18/24		

NEWSWIRE

**Anthem Blue Cross to reduce timely filing requirement to 90 days**

Anthem Blue Cross has notified physicians that it is amending sections of its Prudent Buyer Plan Participating Physician Agreement, significantly reducing the timely filing requirement for commercial and Medicare Advantage claims to 90 days from the date of service.

[READ MORE +](#)

THIS IS A PLACEHOLDER AD

**Tell Congress to back the Protecting People from Surprise Bills Act**

The California Medical Association (CMA) is urging physicians to contact their members of Congress during the August recess about the surprise medical billing legislation moving swiftly through Congress.

[READ MORE +](#)

**CMS publishes 2017 performance data on Physician Compare website**

The Centers for Medicare and Medicaid Services (CMS) recently published 2017 performance information from the Medicare Quality Payment Program (QPP) on the "Physician Compare" website.

[READ MORE +](#)

THIS IS A PLACEHOLDER AD

RECENT UPDATES

- CMA President Demands Action to Bring Sanity to our Nation's Gun Laws
- Why drug companies, hospitals are spending big at state Capitol – and what it means for you
- Hundreds Of Thousands Of Californians Qualify For Medi-Cal But Aren't Signing Up. Why?
- Opioid Safety Lessons Put Physician on Path to State Policymaking

[READ MORE +](#)

For more information or to place an order, please contact CMA Advertising at [advertising@cmadocs.org](mailto:advertising@cmadocs.org) or (800) 786-4262.

# CMA WEBSITE

## Premier Portal for Physicians

CMA's website receives 760,000 visitor sessions and 1,300,000 page views every year. With a strong, intuitive architecture, modern user experience and dynamic messaging, the CMA website enhances the value of membership. Physicians visit the website on a regular basis as the go-to resource for legislative, regulatory, legal, and economic issues, practice help and to learn about opportunities for leadership and professional development.

### Advertising Sizes and Rates\*

Ad Type	1 mo.	2 mo.	3 mo.	6 mo.	12 mo.
Medium Rectangle	\$799	\$699	\$599	\$499	\$399
Half-Page	\$1,299	\$1,099	\$899	\$799	\$499
Leaderboard	\$1,699	\$1,499	\$1,399	\$1,099	\$899
Leaderboard Premium**	\$1,999	\$1,899	\$1,799	\$1,499	\$1,299

\*Rates listed above are per month.

\*\*Leaderboard Premium ad space is limited to one (1) advertiser.

### File Specifications

- + Graphics must be submitted in .jpg or .png format.
- + Ad will be hyperlinked to your specified website.
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**Medium Rectangle**  
360 x 300 px

**Half-Page**  
360 x 720 px

**Leaderboard**  
1170 x 300 px

**Leaderboard Premium**  
1600 x 300 px

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# CALIFORNIA PHYSICIAN™ CAREER CENTER

## Connecting Talent with Opportunity

A comprehensive database of physician job postings, career resources and more! Display your advertisement in CMA's career center to receive maximum exposure for job seekers.

View the career center online at [careers.cmadoocs.org](https://careers.cmadoocs.org).

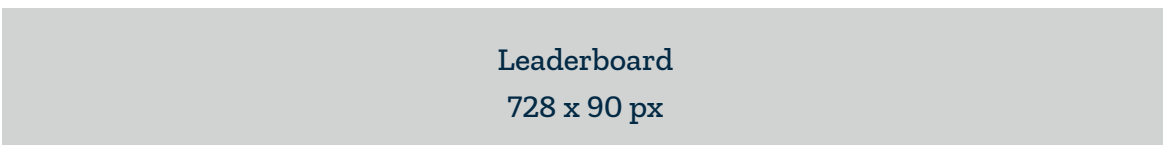
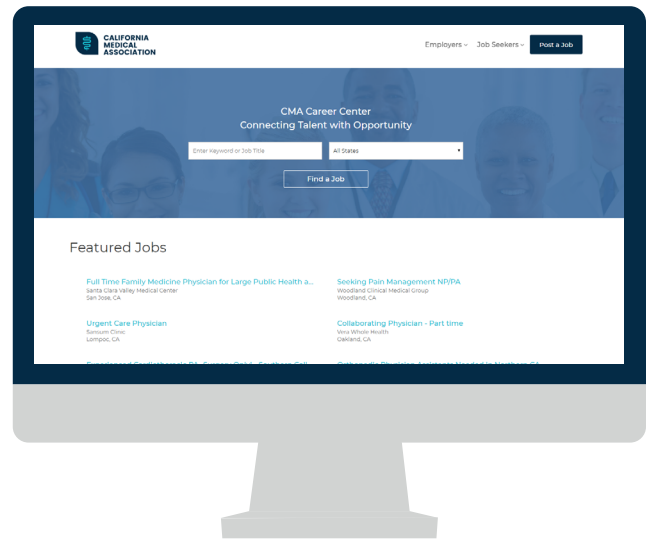
### Advertising Sizes and Rates\*

Ad Type	Page Placement	3 mo.	6 mo.
Medium Rectangle Ad	Job Search	\$999	\$799
Leaderboard Ad	Homepage/Job Search	\$1,699	\$1,499

\*Rates listed above are per month.

### File Specifications

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# CMA PRACTICE RESOURCES (CPR)

## Latest Practice Management News

The CMA Practice Resources (CPR) digital bulletin keeps subscribers up-to-date on critical payor and health care industry changes impacting the business of a medical practice. It is distributed monthly to more than 1,500 subscribers, primarily consisting of practice managers and administrators. Each issue includes tips on reimbursement and contracting related issues along with information on the latest practice management news.

### Advertising Rates\*

Size	1x	3x	6x	11x
Banner Ad - 550 x 120 px	\$1,799	\$1,499	\$1,199	\$999

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### 2024 Distribution Schedule\*


Distribution Month	Materials Close
February	1/28/24
March	2/25/24
April	3/30/24
May	4/27/24
June	5/27/24
July	6/29/24
August	7/29/24
September	8/26/24
October	9/28/24
November	10/28/24
December	11/30/24

\*Schedule is subject to change.

If you seek to place a time-sensitive or seasonal advertisement in this newsletter, please contact [advertising@cmadocs.org](mailto:advertising@cmadocs.org) or (800) 786-4262.




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CPR

CMA PRACTICE RESOURCES:  
Tips and tools from the experts in  
CMA's Center for Economic Services

### Physician experience highlights unintended consequences of CA's surprise billing laws



A new survey of California physicians illustrates serious unintended consequences from California's surprise billing law (AB 72) that will have long term impacts on patient access to care if not corrected. While the California law has protected patients from surprise bills, physicians are reporting serious problems that will substantially increase health care costs by accelerating consolidation in the health care market, jeopardize the emergency care safety net and restrict patient access to in-network physicians.

[READ MORE +](#)

THIS IS A PLACEHOLDER AD

### Coding Corner: Prepare for CPT® 2020 online E/M changes

The American Medical Association (AMA) has released the CPT® 2020 code set, which will be effective Jan. 1, 2020. Among the changes for evaluation and management (E/M) are three new codes for online digital E/M services, which Medicare proposes to reimburse.

[READ MORE +](#)

PAYOR UPDATES

- Updated **payor profiles** for 2019 are now available.

IMPORTANT DATES

- 12/4/19: Webinar: Proposition 56 funds: What's new for FY 19-20 and beyond
- 12/10/19: Webinar: Capitalizing on the Consumerization of Health Care: How to Promote Your Practice
- 12/24/19 to 1/1/20: CMA Headquarters Holiday Closure
- 1/13/20: CalHealthCares Loan Repayment Application Opens
- 2/7/20: CalHealthCares Loan Repayment Application Deadline
- 4/14/20: Legislative Advocacy Day

NEED HELP?

- **Problems Getting Paid?** CMA provides direct reimbursement assistance to physicians and their staff.
- **Practice Empowerment:** CMA offers tools, resources and education to empower physician practices.
- **Experienced Staff:** CMA's practice management experts have a combined experience of over 125 years in medical practice operations
- **Reimbursement Help Line:** Members can get free assistance by contacting CMA at (888) 401-5911 or [economicsservices@cmadocs.org](mailto:economicsservices@cmadocs.org).

For more information or to place an order, please contact CMA Advertising at [advertising@cmadocs.org](mailto:advertising@cmadocs.org) or (800) 786-4262.