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CMA Newswire is the member newsletter of the California Medical Association. *Newswire* is distributed biweekly via e-mail to more than 50,000 subscribers (including physicians, medical practice managers, hospital medical staffs, and more).

Advertising Rates & Specifications*

	(1x)	(4x)	(8x)	(12x)	(24x)
600 x 120 banner	\$2,724	\$1,957	\$1,570	\$1,210	\$1,096

*Rates listed above are per insertion.

File Formats Accepted

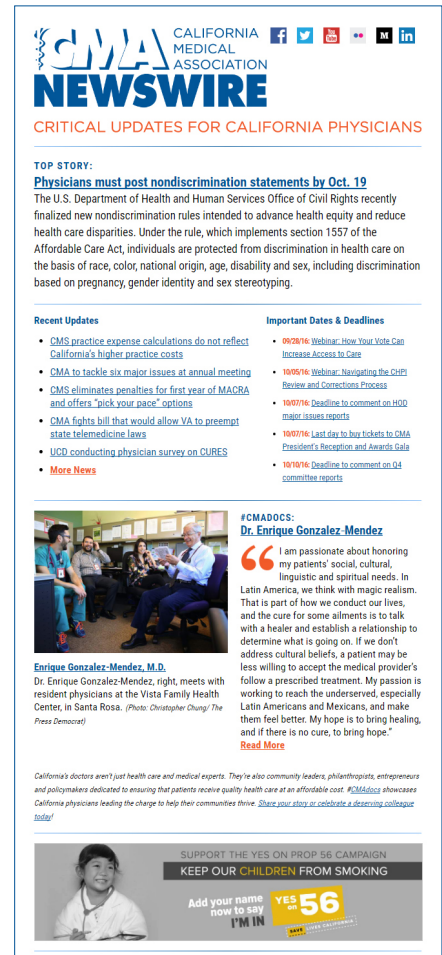
- jpg, gif, animated gif
- File size: not to exceed 100 Kilobytes (Kb)

2017 CMA Newswire Distribution Schedule

Distribution Date	Materials Close	Distribution Date	Materials Close	Distribution Date	Materials Close
1/9/2017	1/3/2017	5/30/2017	5/22/2017	10/16/2017	10/9/2017
1/23/2017	1/17/2017	6/12/2017	6/5/2017	10/30/2017	10/23/2017
2/6/2017	1/30/2017	6/26/2017	6/19/2017	11/13/2017	11/6/2017
2/21/2017	2/13/2017	7/10/2017	7/3/2017	11/27/2017	11/20/2017
3/6/2017	2/27/2017	7/24/2017	7/17/2017	12/11/2017	12/4/2017
3/20/2017	3/13/2017	8/7/2017	7/31/2017		
4/3/2017	3/27/2017	8/21/2017	8/14/2017		
4/17/2017	4/10/2017	9/5/2017	8/28/2017		
5/1/2017	4/24/2017	9/18/2017	9/11/2017		
5/15/2017	5/8/2017	10/2/2017	9/25/2017		

For more information about advertising, please contact:

California Medical Association
 Attention: Juli Reavis
 1201 J Street, Suite 200
 Sacramento, CA 95814-2906
 Phone: 916.551.2046
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CMA CALIFORNIA MEDICAL ASSOCIATION NEWSWIRE
 CRITICAL UPDATES FOR CALIFORNIA PHYSICIANS

TOP STORY:
Physicians must post nondiscrimination statements by Oct. 19
 The U.S. Department of Health and Human Services Office of Civil Rights recently finalized new nondiscrimination rules intended to advance health equity and reduce health care disparities. Under the rule, which implements section 1557 of the Affordable Care Act, individuals are protected from discrimination in health care on the basis of race, color, national origin, age, disability and sex, including discrimination based on pregnancy, gender identity and sex stereotyping.

Recent Updates

- **CMS practice expense calculations do not reflect California's higher practice costs**
- **CMA to tackle six major issues at annual meeting**
- **CMS eliminates penalties for first year of MACRA and offers "pick your pace" options**
- **CMA fights bill that would allow VA to preempt state telemedicine laws**
- **UCD conducting physician survey on CURES**
- **More News**

Important Dates & Deadlines

- **09/26/16 Webinar: How Your Vote Can Increase Access to Care**
- **10/05/16 Webinar: Navigating the CUPR Review and Corrections Process**
- **10/07/16 Deadline to comment on HOD major issues reports**
- **10/07/16 Last day to buy tickets to CMA President's Reception and Awards Gala**
- **10/10/16 Deadline to comment on OIG committee reports**

#CMAODOCS: Dr. Enrique Gonzalez-Mendez

“ I am passionate about honoring my patients' social, cultural, linguistic and spiritual needs. In Latin America, we think with magic realism. That is part of how we conduct our lives, and the cure for some ailments is to talk with a healer and establish a relationship to determine what is going on. If we don't address cultural beliefs, a patient may be less willing to accept the medical provider's follow a prescribed treatment. My passion is working to reach the underserved, especially Latin Americans and Mexicans, and make them feel better. My hope is to bring healing, and if there is no cure, to bring hope.”

Read More

California's doctors aren't just health care and medical experts. They're also community leaders, philanthropists, entrepreneurs and policymakers dedicated to ensuring that patients receive quality health care at an affordable cost. #CMAODOCS showcases California physicians leading the charge to help their communities thrive. Share your story or celebrate a deserving colleague today!

SUPPORT THE YES ON PROP 56 CAMPAIGN
 KEEP OUR CHILDREN FROM SMOKING

Add your name now to say **YES ON 56** I'M IN

The CMA website has over **300,000** visitor sessions, over **200,000** visitors and nearly **900,000** page views every year. With a strong, intuitive architecture, modern user experience and dynamic messaging, the CMA website enhances the value of CMA membership. Physicians, patients, policymakers and the general public visit the website on a regular basis to get the inside scoop on legislative, regulatory, legal and economic issues; to get practice help; to learn about opportunities for leadership and professional development; and so much more.

Advertising Rates*

	1 month	2 mo.	3 mo.	6 mo.	12 mo.
180 x 150	\$600	\$550	\$500	\$475	\$450
160 x 600	\$1,200	\$1,000	\$900	\$725	\$550

* Rates listed above are per month. Your ad copy may be changed once per month.

180 x 150

Web Advertising Requirements

Your banner ad serves as a hyperlink to the destination website of your choice.

Precise dimensions: Banners are measured in pixels. See examples at right.

Maximum file size: 100kb

Graphic format: All graphics must be submitted by e-mail in either .gif or .jpg format.

160 x 600

Questions?

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