

The CMA website has more than **87,000** unique visitor sessions **650,000** page views every month. With a strong, intuitive architecture, modern user experience, and dynamic messaging, the CMA website enhances the value of CMA membership. Physicians 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 Graphics Interchange Format (.gif), Joint Photographic Expert Group (.jpg)

**Alternative text line:** You will need a 30 character (maximum) alternative text line for the banner graphic for browsers that don't auto-load the graphics.

**160 x 600**

## Questions?

### California Medical Association

Attention: Enid Gallegos

1201 J Street, Suite 200

Sacramento, CA 95814

Phone: (916) 444-5532 • Fax: (916) 551-2036

E-mail: [advertising@cmanet.org](mailto:advertising@cmanet.org)

## REACH OVER 25,000 SUBSCRIBERS

*CMA Alert* is the member newsletter of the California Medical Association. Alert is distributed biweekly via fax and e-mail to more than 25,000 subscribers (including physicians, medical practice managers, hospital medical staffs, and more).

### Advertising Rates\*

	(1x)	(4x)	(8x)	(12x)	(24x)
<b>2/3-page</b>	\$2,645	\$1,900	\$1,525	\$1,175	\$1,065
<b>1/2-page</b>	\$1,985	\$1,525	\$1,175	\$1,065	\$865
<b>1/3-page</b>	\$1,580	\$1,175	\$1,065	\$865	\$775
<b>1/6-page</b>	\$1,350	\$1,050	\$865	\$775	\$665
<b>1/8-page</b>	\$1,295	\$865	\$775	\$665	\$605

\*Rates listed above are per insertion.

### Advertising Specs

*CMA Alert* is distributed via fax and via e-mail. Advertisements in the electronic version of *CMA Alert* do not follow standard print-production page sizes. You will receive the equivalent value in the e-newsletter and on CMA's websites.

Size	Print / Fax Specs	E-Mail Specs
2/3 page	horizontal.....7 x 6 vertical.....4.25 x 9.5	<b>468 x 120 banner</b>
1/2 page	horizontal.....7 x 4.25 vertical.....4.25 x 6.75	<b>468 x 100 banner</b>
1/3 page	horizontal.....7 x 3 vertical.....2.5 x 9.5 square.....4.25 x 4.25	<b>468 x 80 banner</b>
1/6 page	horizontal.....7 x 1.5 vertical (1 col).....2.5 x 4.25 vertical (2 col).....4.25 x 3	<b>468 x 60 banner</b>
1/8 page	horizontal.....7 x 1 vertical (1 col).....2.5 x 3 vertical (2 col).....4.25 x 1.75	<b>468 x 60 banner</b>

## File Formats Accepted

You will need two or three versions of your ad—one for the print/fax newsletter (high contrast black and white), one for the e-mail newsletter (color), and one for the website (color). Design assistance is available at an additional charge.

### Print formats:

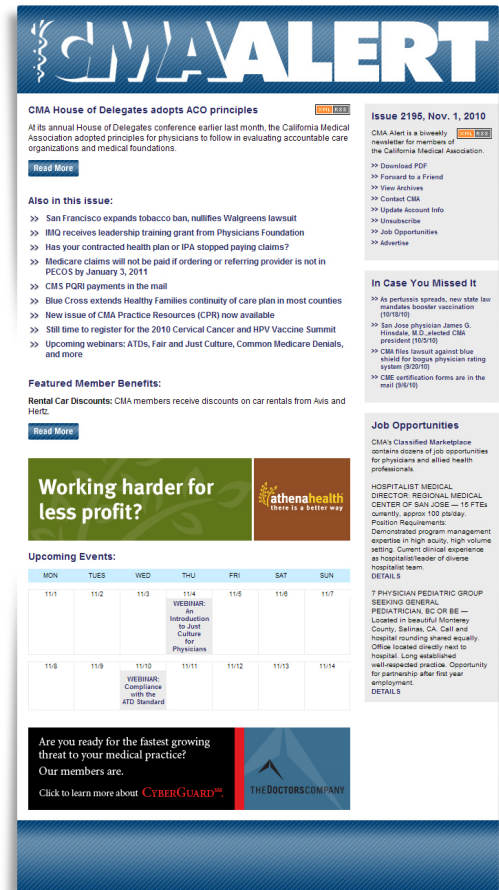
- Press-quality PDF with embedded fonts and graphics (preferred)
- Illustrator eps. Outline all fonts and include any graphics not embedded in the Illustrator file
- InDesign. Include fonts and graphics used
- tiff, bmp, or jpg. Set resolution to 300 dpi

### Web/E-mail formats:

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

For more information about advertising, please contact:

California Medical Association  
 Attention: Enid Gallegos  
 1201 J Street, Suite 200  
 Sacramento, CA 95814  
 Phone: (916) 444-5532  
 Fax: (916) 551-2036  
 E-mail: [advertising@cmanet.org](mailto:advertising@cmanet.org)



**CMA ALERT**

**CMA House of Delegates adopts ACO principles**

At its annual House of Delegates conference earlier last month, the California Medical Association adopted principles for physicians to follow in evaluating accountable care organizations and medical foundations.

**Issue 2195, Nov. 1, 2010**

CMA Alert is a biweekly newsletter for members of the California Medical Association.

**Also in this issue:**

- San Francisco expands tobacco ban, nullifies Walgreens lawsuit
- IMQ receives leadership training grant from Physicians Foundation
- Has your contracted health plan or IPA stopped paying claims?
- Medicare claims will not be paid if ordering or referring provider is not in PECOS by January 3, 2011
- CMS PQRI payments in the mail
- Blue Cross extends Healthy Families continuity of care plan in most counties
- New issue of CMA Practice Resources (CPR) now available
- Still time to register for the 2010 Cervical Cancer and HPV Vaccine Summit
- Upcoming webinars: ATDs, Fair and Just Culture, Common Medicare Denials, and more

**Featured Member Benefits:**

**Rental Car Discounts:** CMA members receive discounts on car rentals from Avis and Hertz.

**Working harder for less profit?**

**athenahealth**  
There is a better way.

**Upcoming Events:**

MON	TUES	WED	THU	FRI	SAT	SUN
11/1	11/2	11/3	11/4 WEBINAR: An Introduction to Just Culture for Physicians	11/5	11/6	11/7
11/8	11/9	11/10 WEBINAR: Compliance with the ATD Standard	11/11	11/12	11/13	11/14

**Are you ready for the fastest growing threat to your medical practice?**  
 Our members are.  
 Click to learn more about **CYBERGUARD™**

**THE DOCTORS COMPANY**

## 2012 CMA Alert Distribution Schedule

Distribution Date	Materials Close
1/9/2012	1/2/2012
1/23/2012	1/16/2012
2/6/2012	1/30/2012
2/21/2012	2/13/2012
3/5/2012	2/27/2012
3/19/2012	3/12/2012
4/2/2012	3/26/2012
4/16/2012	4/9/2012
4/30/2012	4/23/2012
5/14/2012	5/7/2012
5/29/2012	5/21/2012
6/11/2012	6/4/2012
6/25/2012	6/18/2012

Distribution Date	Materials Close
7/9/2012	7/2/2012
7/23/2012	7/16/2012
8/6/2012	7/30/2012
8/20/2012	8/13/2012
9/4/2012	8/27/2012
9/17/2012	9/10/2012
10/1/2012	9/24/2012
10/15/2012	10/8/2012
10/29/2012	10/22/2012
11/13/2012	11/5/2012
11/26/2012	11/19/2012
12/10/2012	12/3/2012