

REACH OVER 55,000 SUBSCRIBERS

CMA Newswire is the member newsletter of the California Medical Association. *Newswire* is distributed biweekly via e-mail to more than 55,000 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

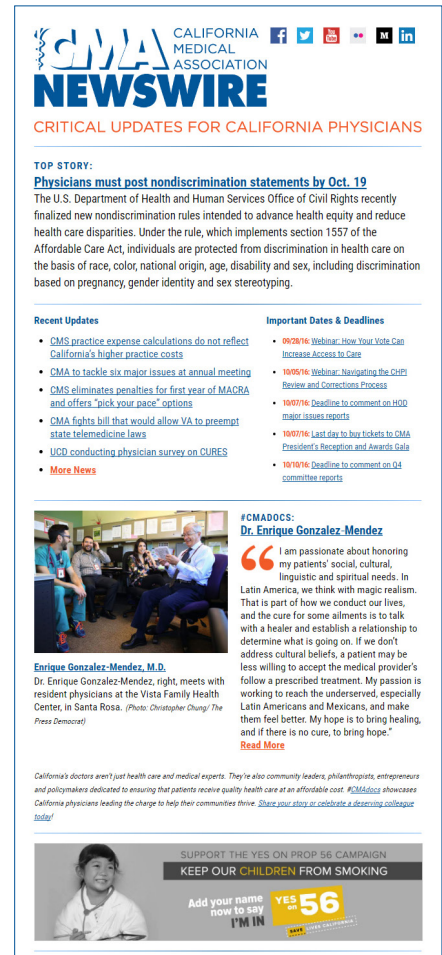
- jpg, gif, animated gif
- File size: not to exceed 100 Kilobytes (Kb)

2018 CMA Newswire Distribution Schedule

Distribution Date	Materials Close	Distribution Date	Materials Close	Distribution Date	Materials Close
1/8/18	1/2/18	5/28/18	5/22/18	10/15/18	10/9/18
1/22/18	1/16/18	6/11/18	6/5/18	10/29/18	10/23/18
2/5/18	1/30/18	6/25/18	6/19/18	11/12/18	11/6/18
2/19/18	2/13/18	7/9/18	7/3/18	12/3/18	11/27/18
3/5/18	2/27/18	7/23/18	7/17/18	12/17/18	12/11/18
3/19/18	3/13/18	8/6/18	7/31/18		
4/2/18	3/27/18	8/20/18	8/14/18		
4/16/18	4/10/18	9/3/18	8/28/18		
4/30/18	4/24/18	9/17/18	9/11/18		
5/15/18	5/8/18	10/1/18	9/25/18		

For more information about advertising, please contact:

California Medical Association
 Attention: Matt Overton
 1201 J Street, Suite 200
 Sacramento, CA 95814-2906
 Phone: 916.551.2030
 Fax: 916.551.2563
 Email: advertising@cmanet.org



The screenshot shows the CMA Newswire newsletter interface. At the top is the CMA logo and the text 'CALIFORNIA MEDICAL ASSOCIATION NEWSWIRE'. Below this is the tagline 'CRITICAL UPDATES FOR CALIFORNIA PHYSICIANS'. The main content area features a 'TOP STORY' section with the headline 'Physicians must post nondiscrimination statements by Oct. 19' and a brief summary of the U.S. Department of Health and Human Services Office of Civil Rights' new rules. To the right of the main text is a 'Recent Updates' section with a list of links to various articles and a 'Important Dates & Deadlines' section with a list of dates and events. Below the main text is a featured article about Dr. Enrique Gonzalez-Mendez, M.D., with a photo of him and a quote. At the bottom of the screenshot is a banner for the 'SUPPORT THE YES ON PROP 56 CAMPAIGN' with the slogan 'KEEP OUR CHILDREN FROM SMOKING' and a call to action 'Add your name now to say YES ON 56 I'M IN'.



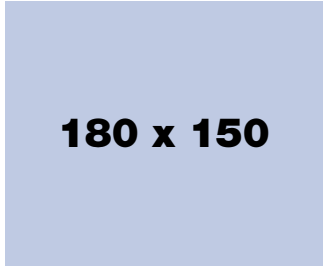
2018 Website Advertising

The CMA website has nearly **300,000** visitor sessions, **200,000** visitors and **800,000** 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.



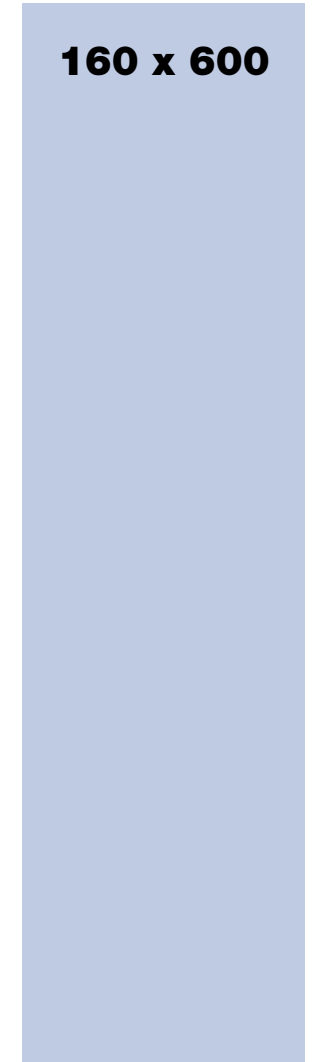
Web Advertising Requirements

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.



Questions?

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