

meridia

The logo graphic consists of a stylized, multi-colored wave or ribbon shape. It features five distinct color bands: red, blue, orange, yellow, and teal, arranged from top to bottom. The shape curves upwards and to the right, resembling a stylized 'M' or a wave.

MEDICAL SOCIETY OF VIRGINIA

kit 2011



2011 MSV Media Kit

The Medical Society of Virginia (MSV) offers a variety of advertising opportunities through e-mail, Web and print publications. With a membership of approximately 9,000 physicians, MSV publications and media outlets keep physicians apprised of advocacy issues, medical business matters, patient care and other health care topics.

Demographic Information

Membership by location:

- Southwest Virginia – 17.63%
- Central Virginia – 29.89%
- Northern Virginia – 27.13%
- Eastern Virginia – 22.49%
- Out of State – 2.86%

Membership by age:

- Up to 40 Years – 19%
- 41 – 50 Years – 25%
- 51 – 65 Years – 36%
- 66 Years and Up – 20%

Physician specialties:

Family Practice	Orthopedic Surgery
Internal Medicine	General Surgery
Obstetrics & Gynecology	Ophthalmology
Pediatrics	Cardiology
Anesthesia	Emergency Medicine
Diagnostic Radiology	(please inquire about additional specialties)

Web Site Information

MSV Homepage (www.msv.org):

- Average number of pageviews per month: 5,443
- Average number of unique visitors per month: 4,434

Online Directory of Virginia Physicians (www.msv.org/memdir):

- Average number of pageviews per month: 2,572
- Average number of unique visitors per month: 1,274



2011 Advertising Opportunities

Virginia Medical News

The *Virginia Medical News* is the official monthly newsletter for members of the Medical Society of Virginia (MSV). The publication updates physicians on statewide legislative matters, practice management issues and other key health care topics affecting the practice of medicine in Virginia.

Printed *Virginia Medical News* – Distributed to more than 7,100 physician members of the Medical Society of Virginia. Produced quarterly and accept advertising in four editions – typically March, April, August and December.*

Electronic *Virginia Medical News* – Sent to approximately 6,300 physician members of the Medical Society of Virginia via e-mail on or around the third Tuesday* of the month. Produced eight months of the year.

MSV E-News & Legislative Alerts

MSV's weekly *E-News* provides physicians with timely information regarding legislative, policy and insurance updates. In addition, *E-News* includes conference announcements, organization news and other important health care information.

E-News is e-mailed to approximately 6,500 physician members and practice staff on Thursday* of each week, with the exception of holidays and during the Virginia General Assembly session.

During the months of January, February and March, *E-News* becomes a series of **Legislative Updates** that keep our membership up to date on the health care legislation currently in front of the Virginia General Assembly.

MSV Web site

The Medical Society of Virginia is now offering advertising on its Web site (www.msv.org). Advertising is available as monthly, quarterly and yearly rates for the MSV home page and secondary pages. Promote your service or product today on the new MSV Web site.

MSV Online Directory of Virginia Physicians

MSV's **Directory of Virginia Physicians** is a searchable listing of the contact information, practice name and specialty of nearly every physician in the state. Widely used by physicians and their practice staff, a directory subscription is free to more than 9,100 member physicians and available to non-members at a yearly subscription rate of \$200.

Advertising spaces are available on the **Directory** home page and search result pages of the MSV Web site beginning the first of the year. Three sponsorships placements are available on the **Directory** home page and eight rotating placements are available on the search result pages.

*Dates of publications are subject to change without notice.

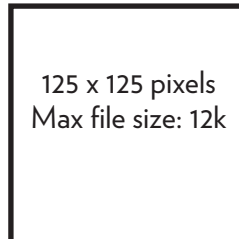
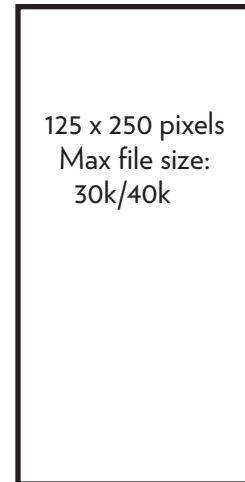
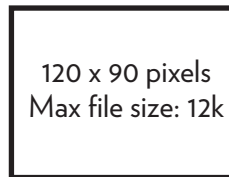
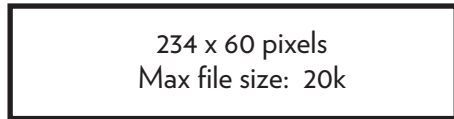


MSV Web Site Advertising

RATES

	Sizes	Month	Quarter	Annual
Home Page	234x60	\$300	\$810	\$3,060
Secondary Pages	125x125 or 120x90	\$200	\$540	\$2,040
DIRECTORY				
Sponsorship	125x250			\$3,000
Results	125x125 or 120x90			\$1,000

SIZES & SPECS



Web advertisements:

- JPEG, GIF or PNG
- SWF files are accepted with embedded URLs for the directory sponsorships
- Animation is accepted but should not exceed 15 seconds with a maximum of 3 loops

DEADLINES

E-mail digital files to: awall@msv.org

Space Reservation

Three weeks before release

Material Submission

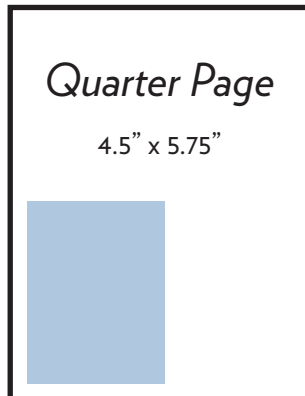
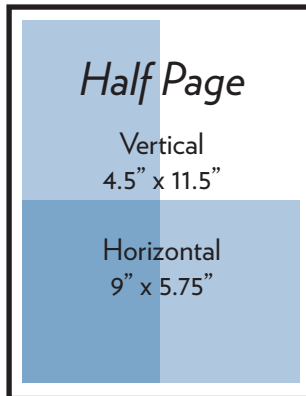
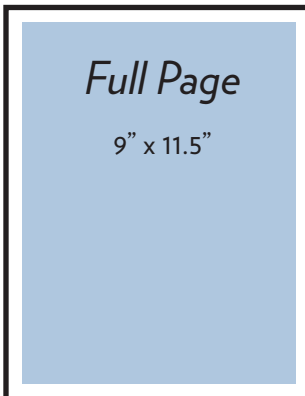
One week before release

MSV Printed and Electronic Publications

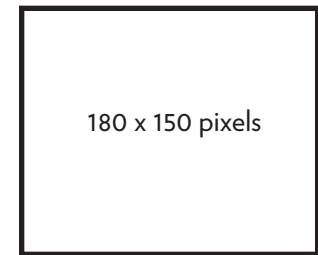
RATES

Insertions			
PRINT	Single	Multiple	
Full Page	\$2,400	\$2,160	
Half Page	\$1,400	\$1,260	
Quarter Page	\$600	\$540	
E-MAIL	Month	4 Months	8 Months
Newsletter	\$850	\$3,060	\$5,780
E-News	\$700	\$2,520	

PRINT AD SIZES



E-MAIL SIZE



SPECS

Print

- InDesign (include fonts and graphics used)
- Illustrator EPS (outline all fonts and include any graphics not embedded in the Illustrator file)
- TIFF, BMP or JPEG (set resolution to 300 dpi)
- Press quality PDF with embedded fonts and graphics

E-mail

- JPEG, GIF or PNG
- File size not to exceed 20 kilobytes (Kb)
- Provide desired URL linking address

E-mail digital files to: awall@msv.org

Send CD-ROMs to the address listed below (attn: Ayrone Wall)

DEADLINES

Space Reservation

Print: 45 days before publication

E-mail: Three weeks before release

Material Submission

Print: 15th of the month preceding publication

E-mail: One week before release



Advertising Packages

Expand your visibility in the physician community by advertising across all MSV media opportunities. MSV has put together the following packages at discounted rates:

Gold Package - \$7,500 (two available)

- Two half page ad insertions in the printed *Virginia Medical News* newsletter
 - Three ad insertions in the electronic *Virginia Medical News* newsletter
 - Three months of *E-News* sponsorship (12 weeks)
 - Two months of MSV homepage Web site advertising
 - Directory search results ad
- (\$8,770 value)*

Silver Package - \$5,000 (three available)

- One half page ad insertion in the printed *Virginia Medical News* newsletter
 - One quarter page ad insertion in the printed *Virginia Medical News* newsletter
 - Two ad insertions in the electronic *Virginia Medical News* newsletter
 - Two months of *E-News* sponsorship (8 weeks)
 - Directory search results ad
- (\$6,100 value)*

Bronze Package - \$2500 (four available)

- One quarter page ad in the printed *Virginia Medical News* newsletter
 - One ad placement in the electronic *Virginia Medical News* newsletter
 - One month of *E-News* sponsorship (4 weeks)
 - One month of MSV homepage Web site advertising
 - Directory search results ad
- (\$3,450 value)*



Advertising Worksheet

Advertising Packages

Gold Package \$7,500..... _____
 Silver Package \$5,000 _____
 Bronze Package \$2,500 _____

Publications

PRINT

	Single	Multiple
Full	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,160 x _____
Half	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,260 x _____
Quarter	<input type="checkbox"/> \$600	<input type="checkbox"/> \$540 x _____

E-MAIL

	Month	4 months	8 months
Newsletter.....	<input type="checkbox"/> \$850.....	<input type="checkbox"/> \$3,060.....	<input type="checkbox"/> \$5,780.....
E-News.....	<input type="checkbox"/> \$700.....	<input type="checkbox"/> \$2,520

Web site

	Month	Quarter	Annual
Home page.....	<input type="checkbox"/> \$300.....	<input type="checkbox"/> \$810	<input type="checkbox"/> \$3,060
Secondary	<input type="checkbox"/> \$200.....	<input type="checkbox"/> \$540	<input type="checkbox"/> \$2,040

Directory of Virginia Physicians

Sponsorship \$3,000 _____
 Search Results \$1,000 _____

Subtotal: _____

Discount: _____

Total: _____

Questions?
 Contact Ayrton Wall at
 800 | 746-6768 EXT 1022
awall@msv.org



2011 Advertising Contract

Printed and Electronic Publications

Select ad size:

Print: Full Page Half Page Quarter Page

E-mail: 180 x 150

Requested insertion date(s): Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Web Site Advertising

Select ad placement: Home page..... Secondary Directory Sponsorship..... Directory Results

Requested insertion date(s): Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Creative and production services are available for the following rates (with a minimum of one hour):

Print ads: \$100/hour

Web/e-mail ads: \$75/hour

MSV is authorized to insert the following advertisement in the publication(s) indicated above for which the undersigned agrees to pay the rate indicated.

This contract is binding unless cancelled in writing by the first of the month preceding publication. All advertising subject to review by the editors. The editors reserve the right to reject or cancel any advertising contract at any time without cause.

MSV will send an invoice once contract is approved and advertising agreement has been fulfilled.

Billing information

Name: _____ Title: _____

Organization: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail address: _____ Web site: _____

Signature: _____ Date: _____

Please return to the address or fax below: