Advertising Media Kit

Washington State Medical Association
Physician Driven, Patient Focused

REACH WASHINGTON'S PHYSICIANS BY ADVERTISING WITH THE WSMA!

Advertising with the WSMA is an effective way to reach Washington physicians and physician assistants via **the largest and most trusted medical association in the state**. But that's not all—you'll reach and influence health care decision-makers and more with your brand and message. And as a WSMA advertiser, your organization demonstrates its commitment to, and connection with, the Washington state medical community.

ADVERTISING OPPORTUNITIES

Four options; rates and specifications follow.

WSMA REPORTS MAGAZINE	ADVOCACY REPORT + MEMBERSHIP MEMO	WSMA WEBSITE	WSMA CAREER CENTER
PRINT	DIGITAL	DIGITAL	ONLINE
Nationally recognized publication of the WSMA	Advocacy insights 2x monthly + insider industry news 1x monthly e-newsletters	WSMA's website, wsma.org	Job postings for job seekers and employers, jobs.wsma.org
Bimonthly	Three times monthly (1st, 2nd & 3rd Fridays)	Always on	Always on

WSMA Reports

PRINT AD IN WSMA REPORTS

Flagship publication of WSMA, 24+ page magazine, published six times a year, mailed to approximately 9k members plus digitally mailed to approx. 3k. ***NOTE****: Prices are per insertion per issue.*
Also, all rates net. Agencies placing advertising should add their commission when billing their client, the advertiser.

	1x	3x	6x
Premium placement: inside front cover/back cover	$2,065	$1,870	$1,790
Full page	$1,760	$1,595	$1,515
½ page	$1,155	$1,075	$990

Specifications

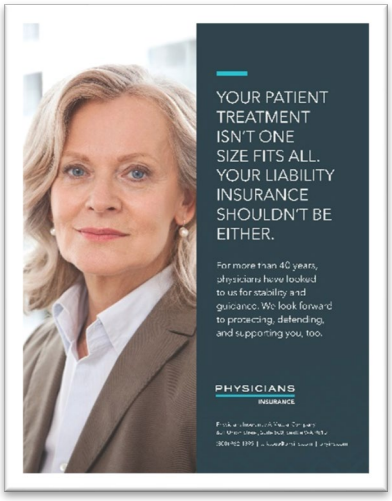
File type: PDF; fonts & images embedded. High resolution images (300 dpi).
Specs:

- **Full-page**: 8.5" wide by 11" high plus .125 on all sides for bleed.
- **Back cover**: 8.5" wide by 9" high plus .125 on three sides (left, right, bottom) for bleed.
- **1/2H**: 7" wide by 4-5/8" high (no bleed)

Deadlines

- Jan/Feb: Ad commitments due Oct. 28; payment & art due Nov. 15.
- Mar/Ap: Ad commitments due Dec. 28; payment & art due Jan. 15.
- May/June: Ad commitments due Feb. 28; payment & art due March 15.
- July/Aug: Ad commitments due April 28; payment & art due May 15.
- Sept/Oct: Ad commitments due June 28; payment & art due July 15.
- Nov/Dec: Ad commitments due Aug 28; payment & art due Sept 15.

Example ads



Full-page ad

Back cover ad

½-page ad

Advocacy Report + Membership Memo

DIGITAL BANNER AD IN ADVOCACY REPORT + MEMBERSHIP MEMO E-NEWSLETTERS

Advocacy Report is emailed twice monthly (1st and 3rd Fridays) + Membership Memo is emailed once monthly (2nd Friday). Features advocacy insights, insider industry news and commentary on issues relevant to WA physicians. Emailed to 9k+ members, other medical association influencers, leaders and stakeholders.

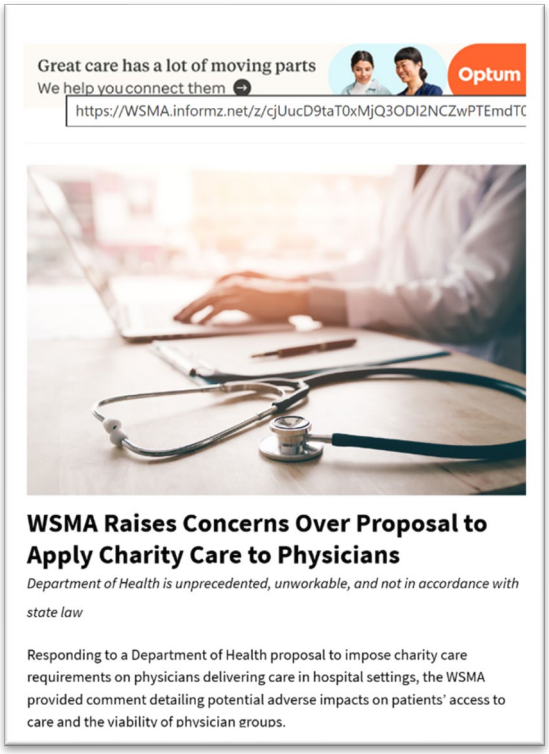
***NOTE**: Your ad runs 3x a month for the rates shown. Prices are per month. Rates are net.*

1 month	3 months	6 months	12 months
$780 per month	$690 per month	$645 per month	$600 per month

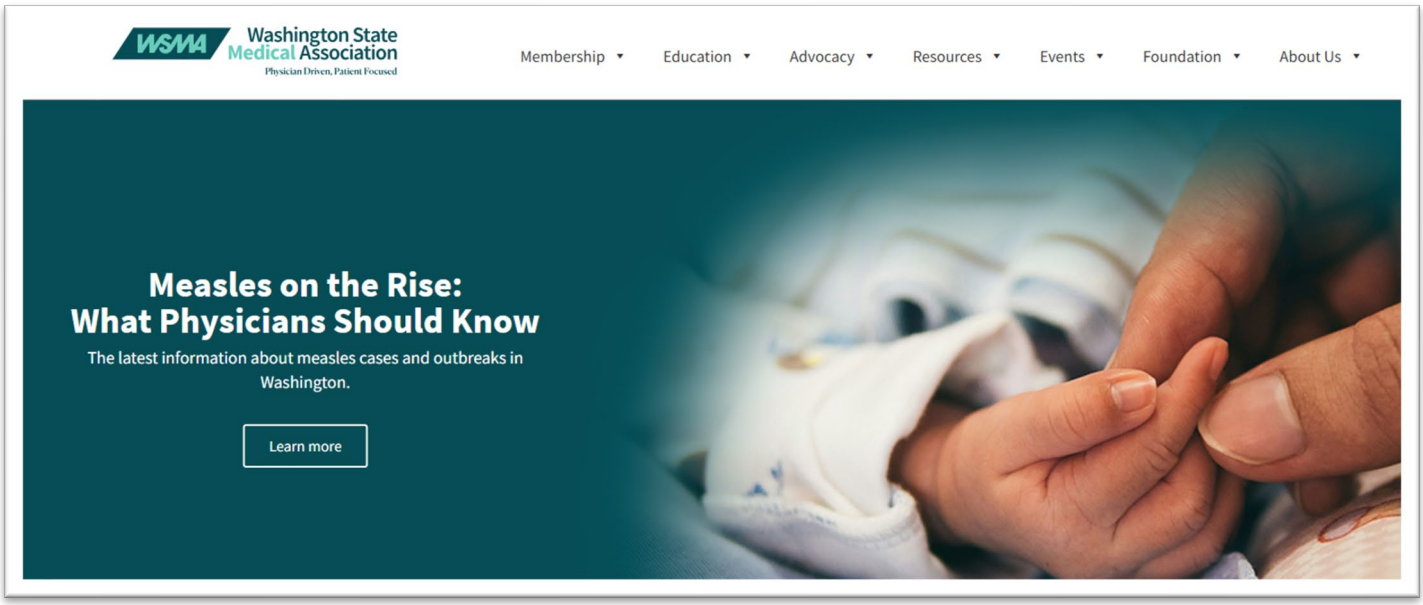
Specifications

- **File type**: JPG or PNG preferred. No Flash or SVG files.
- **Resolution**: 72 dpi; file size limit is 700 KB
- **Size**: 600 px wide x 77px high.
- **Link**: URL to which your ad will link must accompany your digital ad.
- **Filename**: Include the advertiser's name.
- **Payment**: Payment must be received prior to publication of the ad.
- **Deadline**: Digital ad and monthly payments are due prior to desired publication date.

Example Advocacy Report + Membership Memo ad banners within e-news:



WSMA Website



DIGITAL BANNER AD ON WSMA.ORG

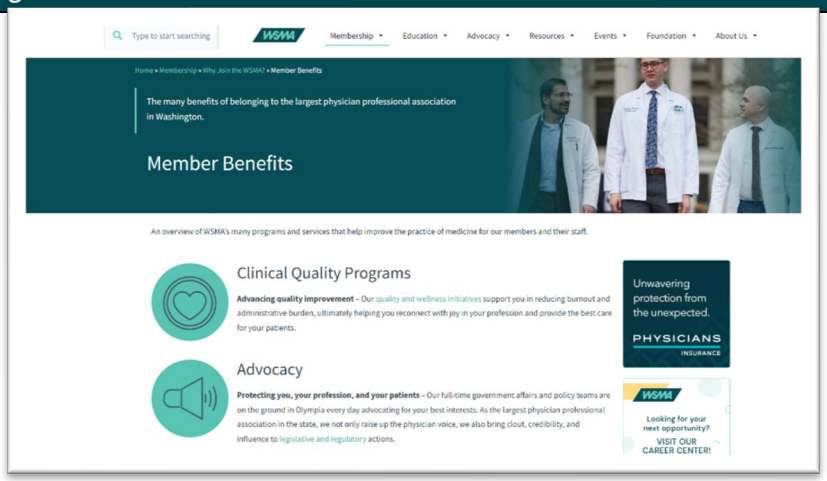
The official WSMA website (wsma.org) delivers a high-quality customer base and receives 100k visits per year.
***NOTE**: Prices are per month. Rates are net.*

1 month	3 months	6 months	12 months
$1,045	$855	$660	$575

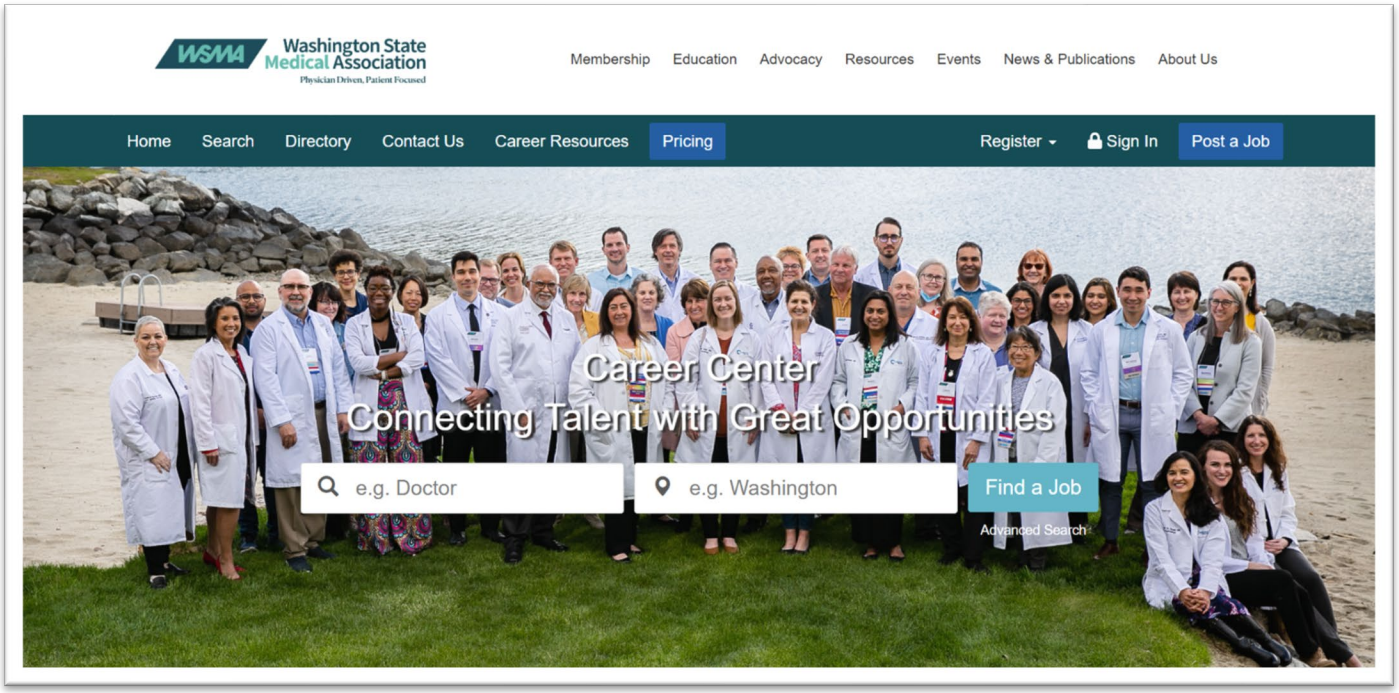
Specifications

- **File type**: JPG or PNG (no Flash or SVG files, please)
- **Resolution**: 72 dpi; file size limit is 700 KB
- **Size:** 250 px wide x 250 px high (note that this size will be optimized across all devices)
- **Link**: URL to which your ad will link must accompany your digital ad.
- **Filename**: Include the advertiser's name.
- **Payment**: Payment must be received prior to publication of the ad.
- **Deadline**: Digital ad and monthly payments are due prior to desired publication date.

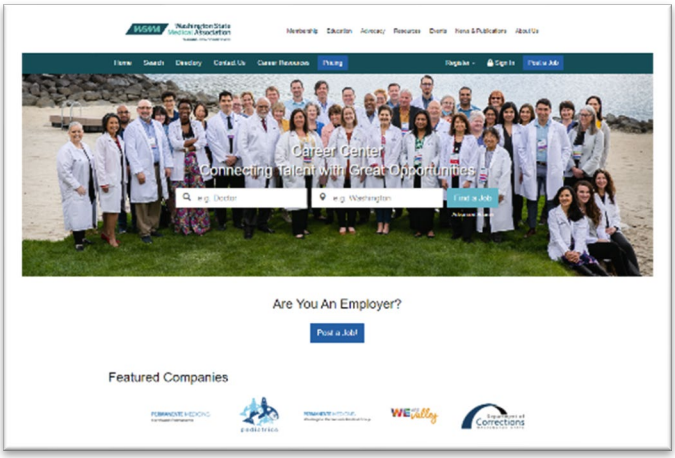
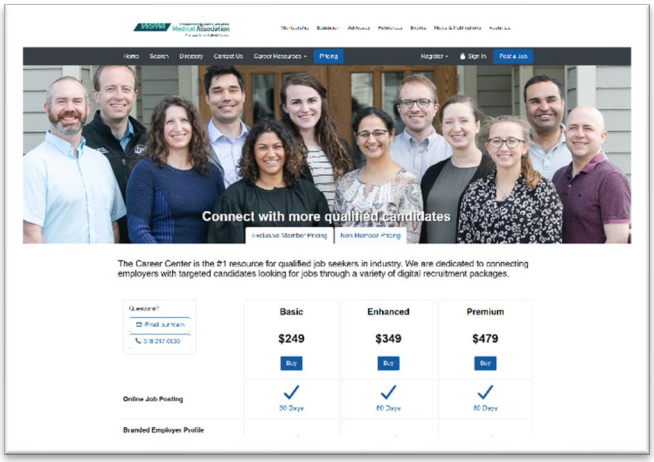
Example: Website digital ad



WSMA Job Board



JOB POSTINGS ON WSMA'S JOB BOARD AT JOBS.WSMA.ORG

We know finding qualified candidates—especially in health care today—isn't easy. That's why we created this job site. As the largest physician professional association *in the state, this site will help you source quality physician and physician assistant candidates on an industry-specific site.*

It's easy to post your job openings! Simply visit **jobs.wsma.org/employer-offers** and place your open positions in minutes using the online portal for employers!