

## MAG Advertising/Marketing Options

### *Journal of the Medical Association of Georgia*

The *Journal* has more than 7,000 subscribers. It's published on a quarterly basis. Click [here](#) or contact Brian Botkin at 404.255.6617 or [bbotkin@pubman.net](mailto:bbotkin@pubman.net) for additional information on advertising in the *Journal*.

### **Sponsored Email Alerts**

A one-time alert that is emailed to MAG's full physician data base list, which includes nearly 9,000 members and non-members. Includes social media (Facebook & Twitter) promotions. Sponsors can include attachments and web links. Cost is \$2,500.

### *e-News from MAG*

MAG's monthly newsletter is emailed to more than 4,000 members.

- Display ads. Cost is \$250 per issue or \$2,000 per year (11 issues). Ad specs are 325px x 415px.
- Sponsored articles. Up to 500 words that can include a marketing paragraph at the end. These articles are also posted in the 'Breaking News' section of [mag.org](http://mag.org) and promoted via social media (Facebook and Twitter). Cost is \$350 per issue or \$3,000 per year (11 issues).
- Classified ads. Up to 200 words. Includes social media (Facebook & Twitter) promotions. Cost is \$200 per issue.

### **Sponsored Special Edition of the MAG 'Top Docs Radio' Program**

The show airs on the Business Radio-X Network. MAG will promote a recording of the show in the following month's edition of its *e-News from MAG* newsletter. It will also be promoted in the 'Breaking News' section of [mag.org](http://mag.org) and MAG's social media channels (Facebook and Twitter). The cost is \$1,000. Go to <http://topdocs.businessradiox.com> for more details.

## ***Georgia Pulse***

*Georgia Pulse* is a compilation of pertinent media reports that is emailed to more than 5,500 physicians on Thursday of each week. Display ads cost \$250 per week or \$750 per month. Ad specs are 785px x 85px. Click [here](#) to see an example of *Georgia Pulse*.

## **MAG Board of Directors Meeting Meal Sponsorships**

MAG's Board meets three times a year (January, April and October). It has nearly 70 members. MAG Board meetings are also attended by executives from state specialty groups and county medical societies. Sponsorship includes an opportunity to make a five-minute presentation to the Board and to distribute marketing collateral at the meeting. Includes social media (Facebook & Twitter) promotions. Cost is \$2,000.

*Every advertisement, sponsored article, sponsored alert, presentation, etc. is subject to MAG review and approval.*

*Health insurance notwithstanding, MAG does not accept ads for any insurance products.*

*Contact Tom Kornegay at 678.303.9260 or [tkornegay@mag.org](mailto:tkornegay@mag.org) with any question related to MAG's advertising/marketing options or to discuss a custom advertising/marketing package.*

## **MAG's House of Delegates**

More than 200 physicians and executives from state specialty groups and county medical societies attend the yearly House of Delegates meeting. The 2017 meeting will take place at the Hyatt Regency Savannah on October 21-22...

- Exhibit \$2,000

- Breakfast (which includes a five-minute presentation to the full HOD), reception, and event sponsorships starting at \$2,500

Click [here](#) for the 2017 MAG HOD meeting marketing prospectus – which includes details on the recognition and exposure sponsors and exhibitors receive – or contact Anita Amin at [anita@associationstrategygroup.us](mailto:anita@associationstrategygroup.us) or 404.299.7700 for additional information.

### **“Endorsed Products/Services” Agreements**

Contact Tom Kornegay at 678.303.9260 or [tkornegay@mag.org](mailto:tkornegay@mag.org) if you are interested in discussing an endorsed products agreement with the Medical Association of Georgia. These agreements require the approval of MAG’s Executive Committee.