Our Mission

**IT IS OUR MISSION** to keep physician groups and individuals informed with customized, timely news relevant to the business and technology of healthcare delivery - in print, online, and in person.

About Us

**PHYSICIANS NEWS NETWORK** publications deliver your message to more than 19,000 physicians throughout Southern California who count on Physicians News Network, PNN Connected, Physician Magazine and PhysiciansNewsNetwork.com to keep them up to date with the latest news on the economics of healthcare delivery from their local markets. PNN publications are focused on the business of healthcare delivery, covering key trends and local issues relating to physicians’ ability to manage their businesses efficiently in their community. Topics currently covered include state and national legislation, practice management, medical economics, public health, legal issues and continuing education along with group or association news and events.

Why Advertise with PNN?

- PNN consistently delivers your marketing message to this exclusive audience with more than 19,000 Southern California physicians receiving the PNN eNews Bulletins and over 13,000 print and digital copies of Physician Magazine delivered each month.

- Physician Magazine and PNN eNews Bulletins are the only regional publications reaching the majority of practicing physicians and hospital groups in Southern California.

- Physician Magazine and PNN readers are thought leaders in the medical field. As participants in organized medicine, they strive for excellence in practice management and patient care while advocating for better health policies through political action.

- Physician Magazine offers a respected, high-quality editorial environment to carry your company’s advertising message. Many of the articles are authored by doctors, providing expert peer-written content.

- The combined power of Physician Magazine and PNN eNews Bulletins is a comprehensive, cost-effective and reliable way to consistently reach this exclusive audience.
Physician Demographics

100% PHYSICIAN READERSHIP

Top 10 Specialties

(Medscape Physician Compensation Report, 2015)

1. Pediatrics
2. Internal Medicine
3. Psychiatry
4. Ophthalmology
5. Emergency Medicine
6. General Surgery
7. Radiology
8. Anesthesiology
9. Cardiology
10. Orthopedic Surgery

By Salary

Age of Physicians

(California Healthcare Foundation, 2014)

Percentage of Total Physicians

- Under 40: 16%
- 40 to 60: 52%
- Over 60: 32%

Mode of Practice

(LACMA Membership Demographics Report 2015)

- Medium Group
- Solo/Small Group
- Very Large
- Large Group
- Administrative Medicine
- Hospital Based
- Academic Practice
- Government Employed
- Unknown
PHYSICIAN MAGAZINE is the official publication of the Los Angeles Medical Association with over 13,000 copies delivered in print and digital form to physicians from every medical specialty and practice setting, as well as medical students, interns and residents throughout Southern California. Focused on the business of practicing medicine, Physician Magazine covers important medical business topics, along with public policy, government relations, community relations and events.

2016 Calendar & Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>HIGHLIGHTS</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>New Healthcare Laws for 2016</td>
<td>Dec 11</td>
<td>Dec 18</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>The Changing Face of American Medical Education</td>
<td>Jan 15</td>
<td>Jan 18</td>
</tr>
<tr>
<td>MARCH</td>
<td>The Ins &amp; Outs of Medical Real Estate</td>
<td>Feb 15</td>
<td>Feb 18</td>
</tr>
<tr>
<td>APRIL</td>
<td>Connected Care: The Technology Issue</td>
<td>Mar 15</td>
<td>Mar 18</td>
</tr>
<tr>
<td>MAY</td>
<td>Staff &amp; Personnel</td>
<td>Apr 15</td>
<td>Apr 18</td>
</tr>
<tr>
<td>JUNE</td>
<td>Medication &amp; the Law</td>
<td>May 16</td>
<td>May 18</td>
</tr>
<tr>
<td>JULY</td>
<td>LACMA Welcomes a New President</td>
<td>Jun 15</td>
<td>Jun 17</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Politics &amp; Healthcare</td>
<td>Jul 15</td>
<td>Jul 18</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Practice Management</td>
<td>Aug 15</td>
<td>Aug 18</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Billing, Coding &amp; ICD-10 A Year Later</td>
<td>Sep 15</td>
<td>Sep 19</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Career Development</td>
<td>Oct 14</td>
<td>Oct 18</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>The State of Healthcare in California</td>
<td>Nov 15</td>
<td>Nov 18</td>
</tr>
</tbody>
</table>

*Schedule Subject to Change

"If its important and affects your practice...you'll find it in Physician Magazine. Every article is original and relevant to how we practice medicine today...it's always at the top of my stack of journals!"

Sam Fink, MD, F.A.C.P., Tarzana, CA
Display Ad Rates

**PREMIUM PAGES**

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$3,640</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,540</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,690</td>
</tr>
<tr>
<td>Premium for Preferred Positions</td>
<td>10%</td>
</tr>
</tbody>
</table>

**4-COLOR**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>2,800</td>
<td>2,660</td>
<td>2,515</td>
<td>2,390</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,270</td>
<td>2,160</td>
<td>2,040</td>
<td>1,935</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2,045</td>
<td>1,945</td>
<td>1,835</td>
<td>1,740</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,840</td>
<td>1,750</td>
<td>1,650</td>
<td>1,565</td>
</tr>
</tbody>
</table>

*Guaranteed positioning: Add $100.  
PMS matched color: Add $250.  
Production charges: $300-$500 to create a new ad.  
Call for pricing.

**BLACK & WHITE**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1,795</td>
<td>1,705</td>
<td>1,620</td>
<td>1,540</td>
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<tr>
<td>1/2 Page</td>
<td>1,300</td>
<td>1,235</td>
<td>1,180</td>
<td>1,100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,105</td>
<td>1,050</td>
<td>1,005</td>
<td>925</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>940</td>
<td>895</td>
<td>855</td>
<td>785</td>
</tr>
</tbody>
</table>

*All Prices Gross: 10% agency discount.*

**ADDITIONAL OPPORTUNITIES**

- Inserts
- Postcards
- Brochures
- Fliers
- Polybag
- Reprints
- CDs / DVDs
- Advertorials
- White Papers
- Other custom advertising

All items are quoted upon request.

**CONTACT US TO GET YOUR CAMPAIGN STARTED TODAY!**

**Christina Correia,** Advertising Director  
ChristinaC@lacmanet.org  
T 213.226.0325
Display Ad Specs & Preparation

**SIZES & DIMENSIONS**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions (Trim Size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>16.75 x 10.875&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.375 x 10.875&quot;</td>
</tr>
</tbody>
</table>

**FULL PAGE AND SPREAD** ad dimensions are the trim size above. Bleeds: extend graphics 1/4" beyond the page area on all four sides and put your crop marks outside of these bleeds, not on them. Margins: should be setup as 1/2" on all four sides and we recommend keeping all important text/graphics within these margins.

<table>
<thead>
<tr>
<th>Fractional Ad</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 Vertical</td>
<td>4.75 x 9.825&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3.5 x 9.825&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.275 x 4.625&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3.5 x 9.825&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.75 x 4.625&quot;</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3.5 x 4.625&quot;</td>
</tr>
</tbody>
</table>

Fractional ads are not permitted to bleed or have crop marks so must be exact in size. Do not center your design on a letter-sized page, your page must be the same size as your finished ad. Sizes listed are actual size and entire area is live. All fractional ads must have a border or a .25-point rule will be added.

**ACCEPTABLE FILE TYPES**

We are unable to accept InDesign, Quark, Photoshop or Microsoft Word files. All ads must be submitted as either PDF or TIFF graphics:

PDF files must be CMYK, PDF-X compliant, created at Press Resolution or greater (300 dpi minimum) and with all fonts embedded.

Adobe Photoshop files must be flattened and saved as 300 dpi CMYK Mac TIFFs. LZW compression is preferred.

All spot colors must be converted to CMYK unless specifically printing as 2-Color ad with PMS (see Rates page for additional charges).

**FILE SUBMISSION**

Christina Correia, Advertising Director
ChristinaC@lacmanet.org
T 213.226.0325
With 120,000 eNews Bulletins sent each month (with an open rate of 20.1% - well above the industry average of 15.2%) and 12,000 page views on our site each month, PNN provides a powerful branding opportunity, consistently putting your name in front of this exclusive and hard-to-reach audience.

FOR ONE PRICE YOU GET:

- Your Choice of PNN eNews Bulletin (The LAC-MA edition, the OCMA edition or The Connected Care edition) sent on a weekly basis
- Bonus exposure with the Physician Magazine Digital Edition announcement (sent monthly and PNN News Alerts (as needed)
- Consistent, run-of-site exposure on the PhysiciansNewsNetwork.com

BE SURE TO ASK ABOUT AD PACKAGE OPPORTUNITIES!

Christina Correia, Advertising Director
ChristinaC@lacmanet.org
T 213.226.0325

PNN eNews By The Numbers

TOTAL DISTRIBUTION: 18,750 Physicians

OPEN RATE: 20.1%
industry average of 15.2%*

CLICK-THROUGH RATE: 11%
industry average of 2.5%*

*source:www.marketingprofs.com

Distribution

REGIONS
Los Angeles County
Orange County
San Diego County

CHANNELS
Connected Care | WestJem | XiMED
PNN eNews Sponsorship Rates

LOOKING FOR A SIMPLE and cost-effective way to reach more than 19,000 Southern California physicians on a consistent basis? PNN eNews Bulletins in Los Angeles County, Orange County and San Diego, along with PNN Connected and editions for other specialty groups cover the most significant issues for local physicians, reporting on the business and technology of local healthcare delivery for the hard-to-reach Southern California Medical Community - giving you a rare opportunity for a significant presence with this exclusive audience.

With a limited number of sponsors per eNews Bulletin, the PNN sponsorship model is designed to increase awareness of your brand through exclusive and consistent delivery alongside news that is extremely valuable to the local physicians it reaches.

PNN reaches a total of more than 19,000 physicians, with more than 14,000 LA and Orange County physicians receiving our twice-weekly breaking news reports and more than 4,000 physicians receiving our twice monthly eNews reports. Unlike most eMedia opportunities, PNN pricing includes our website, with ROS exposure on PhysiciansNewsNetwork.com throughout the run of your ad.

For maximum exposure, ask about special combined pricing opportunities.

Rate Card #4 Effective Oct. 1, 2015

<table>
<thead>
<tr>
<th></th>
<th>8 weeks</th>
<th>12 weeks</th>
<th>16 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PNN LA</strong></td>
<td>$550/wk</td>
<td>$500/wk</td>
<td>$450/wk</td>
</tr>
<tr>
<td><strong>PNN OC</strong></td>
<td>$550/wk</td>
<td>$500/wk</td>
<td>$450/wk</td>
</tr>
<tr>
<td><strong>PNN CONNECTED</strong></td>
<td>$600/wk</td>
<td>$550/wk</td>
<td>$500/wk</td>
</tr>
</tbody>
</table>

size: 300 pixels wide x 250 pixels high (.jpg, .gif, .png format)

"We had a great experience with our PNN ad for our conference. Nearly 200 people clicked on it in just three weeks! We’ll do it again next year."

Johnson, Andrew Conference Planner at Scripps Health

"I really appreciate all that you have done for our partnership and we highly value the relationship with PNN."

Robert McCann, CEO/Executive Director, Orange County Medical Association

FOR ADDITIONAL INFORMATION, PACKAGE AND PREMIUM SPONSORSHIP OPPORTUNITIES CONTACT

Christina Correia, Advertising Director
ChristinaC@lacmanet.org
T 213.226.0325
Classified and CME Ads
IN PRINT. ONLINE. ONE PRICE.

CLASSIFIED CATEGORIES
110 Practice Services
118 Consulting
119 Translation Services
120 Office Services
125 Clinical Trials
130 Financial Services
135 Legal Services
140 Insurance
145 Office Supplies
175 Computer Services
200 Practice Management
205 Office for Lease/Sublease/Share
215 Office Wanted to Lease/Sublease/Share
240 Medical Building for Sale/Lease
300 Real Estate
330 Vacation Rentals and Lodging
410 Laboratory/Clinical Services
610 Practice for Sale/Lease
620 Practice Wanted
700 Medical Equipment for Rent/Sale
720 Medical Equipment Wanted
900 Miscellaneous

JOB BOARD CATEGORIES
500 Associates and Partnerships
520 Openings—Physicians
521 Openings—Physician Assistants
530 Opportunity Wanted
535 Opportunity Offered
540 Locum Tenens Available
545 Locum Tenens Wanted
555 Miscellaneous Openings

AVAILABLE AD STYLES
(Pricing includes both online and print)

☐ Classified Ad:
- $130 minimum per ad for 1 column inch.
- $60 per additional .5 inch.
- Bold heading maximum 4 words.

☐ Boxed Classified Ad:
- $25 additional.

☐ MarketPlace Ad (Business Card Size):
- 3.5” wide by 2” high.
- $350 per ad, per issue.

☐ CME Listing:
- $150 for 80 words.
- $25 for 20 additional words.

☐ Color Charge:
- $50 per color.

**Call for additional information and customized advertising opportunities.

CREDIT CARD
MasterCard, Visa or American Express Your credit card statement will reflect a charge from Research Group, LLC.

TERMS
- All classified ads must be prepaid.
- Cancellation is required in writing prior to closing date.

PLACE YOUR AD ONLINE AT
www.PhysiciansNewsNetwork.com

OR CONTACT
Dari Pebdani, Classified Sales
dpebdani@gmail.com
T 858-231-1231 | | F 858.876.1839
What is PNN?

PHYSICIANS NEWS NETWORK is a proprietary news service, delivering hard news researched and written by professional journalists specifically for your audience. Your PNN eNews Bulletins and website are valuable resources for your physicians, providing them with unique content they can't get anywhere else, and targeted information that will aid them in running their business. As a marketing tool, partnering with PNN gives you a consistent way to communicate with your physicians and increased exposure to physicians outside of your membership.

Partnering with PNN

- Delivers relevant, timely healthcare business news that is compiled, researched and written specifically for your physicians.
- Serves as an invaluable and consistent marketing & public relations tool.
- Offers an event calendar and media coverage of your group's events and other events that you feel are of value to your members.
- Demonstrates your commitment to involvement and advocacy through consistent communication with your group and the PNN healthcare community.
- Gives you effortless distribution of your press releases, breaking news and special news bulletins.

FOR ADDITIONAL PARTNERSHIP INFORMATION CONTACT

Reo Carr, CEO & Editor
rc@researchgroupllc.com

Sheri Carr, COO & Managing Editor
sheri@researchgroupllc.com

"Working with PNN staff on a weekly basis, it is evident why this unprecedented venture has proven a success! The staff demonstrates professionalism and expertise at the highest levels. They are friendly and efficient which makes it easy to see why they are able to form such strong relationships within the LA healthcare community to bring only the highest quality news stories to physicians."

Carol Chaker, Director of Membership and Marketing, LACMA
Terms & Conditions

**Billing:** An invoice is rendered on the publication date.

Terms: Invoices are payable within 30 days, in U.S. funds only. New advertisers prepay for first insertion.

**Past Due Accounts:** Physician Magazine (“Publisher”) reserves the right to halt the insertion of an advertisement when the account is overdue.

**Reparations:** Make-goods or credits on advertisements will be given only if a price, address or phone number on the advertisement is incorrect, and the Publisher is at fault.

**Acceptance:** Publisher reserves the right to reject any advertisement at any time and for any reason.

**Placement:** With the exception of paid special positions, display advertising is distributed throughout the magazine at the discretion of the Publisher. Special requests will be considered as a courtesy, but are not guaranteed.

**Quality:** Publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to or when material arrives after the deadline, even if an extension has been granted. The Publisher’s liability for any error will not exceed the insertion cost of the advertisement in question.

**Liability:** Advertisers, their representatives and advertising agencies assume liability for all advertisement contents and also assume responsibility for any claims arising therefrom made against the Publisher.

**Closing Dates and Deadlines:** Contact the Publisher for closing dates and materials deadlines. All changes (to ad copy or artwork) requested after the materials deadline cannot be guaranteed. All changes must be confirmed in writing by the advertiser and the Publisher.

**Cancellations:** All notifications of cancellations must be in writing. No cancellations accepted after the published ad space closing date.

**Receivables:** Publisher reserves the right to hold advertisers and/or their advertising agencies jointly and separately liable for money due and payable to the Publisher.

**Delivery Delays:** Publisher is not liable for delays in delivery and/or non-delivery in the event of fire, flood or an act of God, action by a government or quasi-government entity, or any condition beyond the control of the Publisher that affects production or delivery in any manner.

**Insertion Orders:** Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of the publication, name of the advertiser, issue in which to be inserted, size of advertisement, identification of advertisement (ad proof if possible), plus any special instructions such as bleed, color, etc.

**Short Rates:** Advertisers will be short-rated if, within a 12-month period, the amount of space upon which their billings have been based has not been used.

**Written Contract Controls:** No conditions other than those set forth in this contract shall be binding on Physician Magazine or LACMA Services Inc. unless specifically agreed to in writing by an authorized representative thereof.