

PHYSICIANS NEWS NETWORK

# 2019

## MEDIA KIT



An RGOC Company



www.PhysiciansNewsNetwork.com

"I have found PNN keeps me abreast of important medical news often overlooked by other media. I read it regularly, find it extremely helpful."

*Patrick J. Wade, MD, FACS, Neurological Surgeon,  
Glendale Neurosurgical Medical Group, Inc.*

## Our Mission

It is our mission to keep physician groups and individuals informed with customized, timely local news relevant to the business and technology of healthcare delivery - in print, online, and in person.

## About Us

Partnering with frontline groups and associations, PNN products reach more than 23,000 physicians throughout California who count on PNN digital and print publications and PhysiciansNewsNetwork.com to keep them up to date with the latest healthcare business news from their local markets. Focused on the business of healthcare delivery, PNN publications

cover key trends and local issues that directly effect physicians' ability to most effectively manage their careers and practices in their community. Topics currently covered include local events, legislation, practice management, medical economics, public health, legal issues, continuing education, and connected care 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 23,000 California physicians receiving the PNN eNews Bulletins and over 18,000 print and digital copies of PNN print publications delivered each month.
- PNN digital and print publications are the only regional publications reaching a large number of practicing physicians and hospital groups in California.
- 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.
- PNN print publications 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 PNN print and digital publications is a comprehensive, cost-effective and reliable way to consistently reach this exclusive audience.

"PNN is the best source in California for local medical news that most affects your practice.

The articles are fresh, well-written, and original....you won't find them anywhere else!"

*Sam Fink, MD, F.A.C.P.*

# LOS ANGELES MEDICINE

"If it's important and effects your practice...you'll find it in Los Angeles Medicine 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*

**WITH MORE THAN 18,000** copies delivered each month in print and digital form, PNN print publications reach physicians from every medical specialty and practice setting, as well as medical students, interns and residents throughout California. PNN print publications cover important medical business and practice management topics, alongside association news, local events, public policy, and community relations.

## Los Angeles Medicine 2019 Editorial Calendar & Deadlines

ISSUE	HIGHLIGHTS	SPACE	MATERIALS
JAN/FEB	New Year, New Laws	Jan 14	Jan 16
MAR/APR	The Advocacy Issue	Mar 4	Mar 11
MAY/JUN	The Independent Physician	May 6	May 13
JULY/AUG	The Changing of the Guard	July 9	July 12
SEPT/OCT	The Member Benefits Issue	Sep 9	Sep 12
NOV/DEC	Annual Report	Nov 8	Nov 13

*\*Schedule Subject to Change*

# LOS ANGELES MEDICINE

## PRINT DISPLAY AD RATES

### LOS ANGELES MEDICINE

#### PREMIUM PAGES

Inside Front Cover	\$3,640
Inside Back Cover	\$3,540
Outside Back Cover	\$3,690

#### 4-COLOR

AD SIZE	1x	3x	6x	12x
Full Page	2,800	2,660	2,515	2,390
1/2 Page	2,270	2,160	2,040	1,935
1/3 Page	2,045	1,945	1,835	1,740
1/4 Page	1,840	1,750	1,650	1,565

\*Guaranteed positioning: Add \$100.

\*PMS matched color: Add \$250.

\*Production charges: \$300-\$500 to create a new ad.  
Call for pricing.

#### BLACK & WHITE

AD SIZE	1x	3x	6x	12x
Full Page	1,795	1,705	1,620	1,540
1/2 Page	1,300	1,235	1,180	1,100
1/3 Page	1,105	1,050	1,005	925
1/4 Page	940	895	855	785

All Prices Gross: 10% agency discount.

#### ADDITIONAL OPPORTUNITIES

- Sponsored Content
- Inserts
- Postcards
- Brochures
- Fliers
- Polybag
- Reprints
- Advertorials
- White Papers
- Other custom advertising

All items are quoted upon request.

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

**Dari Pabdani**, Sales Executive

[dp@physiciansnewsnetwork.net](mailto:dp@physiciansnewsnetwork.net)

T 858-231-1231 | F 858.876.1839

# LOS ANGELES MEDICINE

## Print Display Ad Specs & Preparation

### SIZES & DIMENSIONS

Ad Size	Dimensions (Trim Size)
2-Page Spread	16.75 x 10.875"
Full Page	8.375 x 10.875"

**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.

2/3 Vertical	4.75 x 9.825"
1/2 Vertical	3.5 x 9.825"
1/2 Horizontal	7.275 x 4.625"
1/3 Vertical	3.5 x 9.825"
1/3 Square	4.75 x 4.625"
1/4 Vertical	3.5 x 4.625"

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:

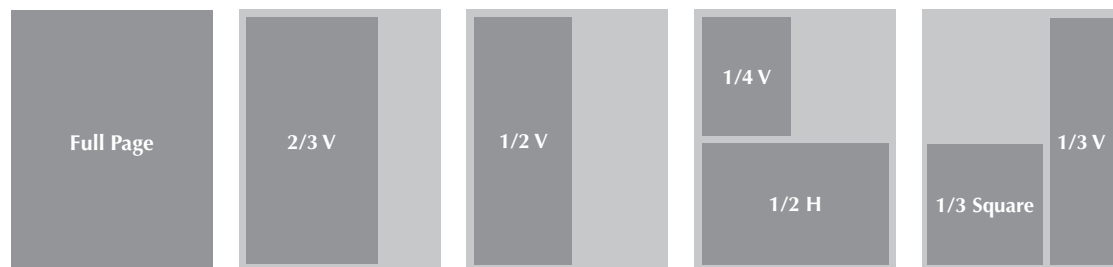
PDF files must be CMYK, PDF-X compliant, created at Press Resolution or greater (300 dpi minimum) and with all fonts embedded.

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

**Sheri Carr**, Editor  
[sheri@researchgroupllc.com](mailto:sheri@researchgroupllc.com)





www.PhysiciansNewsNetwork.com

"PNN helps keep doctors connected and informed with their local medical community. I always look forward to Tuesday mornings to find out that week's relevant medical news in Los Angeles."

Troy Eleander, MD, Santa Monica, CA

WITH 154,00 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.



**PNN SPONSORSHIP & ADVERTISING OPPORTUNITIES:**

Southern California | Northern California | PNN Connected

**PNN ENEWS BY THE NUMBERS**

TOTAL DISTRIBUTION: 23,688 Physicians

EMAILS SENT EACH MONTH: 154,000+

OPEN RATE: 20.1%  
industry average of 15.2%\*

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

\*\*source:www.marketingprofs.com

**GROUPS & ASSOCIATIONS**

Los Angeles County Medical Association (LACMA)

Orange County Medical Association (OCMA)

Santa Clara/Monterey County Medical Society (SCCMS/MCMS)

XiMED Medical Group (San Diego)

Western Journal of Emergency Medicine

**BE SURE TO ASK ABOUT  
AD PACKAGE OPPORTUNITIES!**

Dari Pebdani, Sales Executive | [dp@physiciansnewsnetwork.net](mailto:dp@physiciansnewsnetwork.net) | T 858-231-1231 | F 858.876.1839



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## 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:** Physicians News Network ("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 Physicians News Network print or digital publications unless specifically agreed to in writing by an authorized representative thereof.



www.PhysiciansNewsNetwork.com

"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

## PNN eNews Sponsorship Rates

**LOOKING FOR A SIMPLE** and cost-effective way to reach more than 23,000 California physicians on a consistent basis? PNN eNews Bulletins in Northern and Southern California and PNN Connected cover the most significant issues for local physicians, reporting on the business and technology of local healthcare delivery for the hard-to-reach 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.

**Pricing for Island Ads, Sponsored Content or Whitepapers.  
For maximum exposure, ask about frequency combined market discounts.**

Rate Card #6 Effective August 1, 2016

	<u>Island 1</u>	<u>Island 2</u>	<u>Island 3</u>	<u>Sponsored Content</u>
<b>Northern CA</b> (3,529)	\$275 /wk	\$248/wk	\$220/wk	\$330/wk
<b>Southern CA</b> (14,322)	\$527/wk	\$461/wk	\$395/wk	\$659/wk
<b>PNN Connected*</b> (18,807)	\$726/wk	\$635/wk	\$545/wk	\$1,089/wk

ISLAND AD SIZE: 300 pixels wide x 250 pixels high (.jpg, .gif, .png format)

SPONSORED CONTENT: 500 word max. + image

**\*FOR MAXIMUM EXPOSURE ASK ABOUT THE PNN CONNECTED PREMIUM SPONSORSHIP OPPORTUNITY!**

"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

### FOR ADDITIONAL INFORMATION, PACKAGE AND PREMIUM SPONSORSHIP OPPORTUNITIES CONTACT

**Dari Pibdani**, Sales Executive  
 dp@physiciansnewsnetwork.net  
 T 858-231-1231 | F 858.876.1839





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## 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  
*dp@physiciansnewsnetwork.net*  
T 858-231-1231 | | F 858.876.1839



www.PhysiciansNewsNetwork.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*

## What is PNN?

**PHYSICIANS NEWS NETWORK** is a direct news service™, that delivers 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**, Publisher

619-300-3050

[rc@physiciansnewsnetwork.net](mailto:rc@physiciansnewsnetwork.net)

**Sheri Carr**, COO & Editor

[sheri@researchgroupllc.com](mailto:sheri@researchgroupllc.com)

"PNN is the best source in Southern California for local medical news that most affects your practice. The articles are fresh, well-written, and original... you won't find them anywhere else!"

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