

ISMA Reports - Advertising Opportunities

The biweekly newsletter of the Indiana State Medical Association, *ISMA Reports*, offers physicians and their staff members the legal, insurance and regulatory news they need to care for patients and run their medical businesses.

ISMA Reports is mailed to about 8,300 medical offices all around Indiana. That gives you the opportunity to place your message in the hands of doctors and medical practice managers statewide. No other publication can help you reach this special statewide target audience – for a price you can afford.

Ad details

The ISMA has a limited number of ad spaces in the year's 25 newsletters. You may purchase one ad box or several, from our regular or newly increased dimensions. Choose strategic back-page or inside-page placement. (Our newsletter is folded so the back page is the first thing the reader sees.)

Place an ad in two or more issues and receive a 20% discount!

Dimensions

Single box: 4.25 inches wide x 5 inches tall
Double box: 8.75 inches wide x 5 inches tall

Strategic back-page

Cost: \$375 (\$600 for both boxes in an issue)

Inside placement

Cost: \$250 (\$400 for both boxes in an issue)

Questions?

Contact Kathleen Hopper, ISMA managing editor, at khopper@ismanet.org, (317) 261-2060 or (800) 257-4762.

Details for ad layout

Advertisements must be provided at the correct size and saved as an Illustrator, Photoshop or PDF file or as a high-resolution (300 dpi) JPEG, TIF or PSD. Ads can be in grayscale or two color (black and blue PMS 647).

ISMA Reports back-page ads



20% Discount
for multiple ads!