

## Other Advertising Opportunities from the ISMA

### ISMA Annual Convention

Sponsorship and advertising opportunities abound for the 168th Indiana State Medical Association Annual Convention, Sept. 16-17, 2017, at the Sheraton Indianapolis Hotel at Keystone Crossing.

By advertising in our program or sponsoring events, you focus the attention of nearly 300 of the state's physician leaders on your product or service.

Sponsorship and advertising opportunities open Spring 2017; watch [www.ismanet.org/resources/advertising.htm](http://www.ismanet.org/resources/advertising.htm) for more details.



*The ISMA has been a key source of information for physicians for more than 160 years.*



*We can help you tell the Indiana medical community about your product or service.*



# ISMA Reports - Advertising Opportunities

The monthly 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 more than 8,000 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 2017 newsletters. You may purchase a quarter page or half page and 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! Or purchase a half page in a single issue to receive the same 20% discount.

## Dimensions

Quarter page: 4 inches wide x 5 inches tall

Half page: 8 inches wide x 5 inches tall

## Strategic back-page

Cost: \$375 quarter page (\$600 for half page)

## Inside placement

Cost: \$250 quarter page (\$400 for half page)

## Questions?

Contact Julie Dart, ISMA managing editor, at [jdart@ismanet.org](mailto:jdart@ismanet.org), (317) 261-2060 or (800) 257-4762.

## Specifications

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 full color.

## ISMA Reports ad placement

