

# e-Reports advertising

ISMA e-Reports, the biweekly ISMA e-newsletter, offers physicians and their staff members the legal, insurance and regulatory news they need to care for patients and run their medical businesses.

ISMA e-Reports is sent to more than 4,000 health care professionals around Indiana. That gives you the opportunity to place your message in the hands of doctors, executives and medical practice managers statewide. No other publication can help you reach this special statewide target audience.

ISMA has a limited number of ad spaces in its 2019 e-newsletters. Place multiple ads and receive a 20 percent discount!

## ad specifications

### Dimensions

Sidebar ad: 225 pixels (W) x 200 pixels (H)

Cost: \$125 - (2 available per issue)

Run a double size ad for \$200 after 20% discount

Banner ad: 720 pixels (W) x 160 pixels (H)

Cost: \$200 - (1 available per issue)

Advertisements must be provided at the correct size and saved as an Illustrator, Photoshop or PDF file or as a (72 DPI) JPEG, PNG or TIF. You may include one url or email address to link to.

For smaller dimensions, include white space where appropriate.

**Women in Medicine Retreat: February 17-19**

Reserve a room by **JANUARY 27** for the reduced room rate!

ISMA INDIANA STATE MEDICAL ASSOCIATION

**e-REPORTS**

Jan. 25, 2017 edition | archive | RSS

**Physician action called key to blocking merger**

Advocacy by physicians against the proposed \$34 billion merger of Aetna Inc. and Humana Inc. was crucial to a court ruling that the deal violated antitrust laws, according to the American Medical Association. Tuesday, the AMA called the decision by US District Judge John D. Bates "a landmark win...for organized medicine and the nation's patients." ISMA members, responding to an AMA-ISMA survey last year, overwhelmingly opposed the merger.

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**Join us Feb. 1 for the Tobacco Tax Rally**

The Alliance for a Healthier Indiana, of which the ISMA is a founding partner, is working hard to improve Hoosiers' health. Its first goal is to lower the number of Hoosiers who smoke and deter new smokers from starting.

That's why the Tobacco Tax Rally, scheduled for Wed. Feb. 1, is important. We need your support as legislators prepare to consider House Bill (HB) 1578.

[LEARN MORE](#)

**Volunteer Health Care Registry opens**

Licensed Indiana physicians may now apply to be listed in the Volunteer Health Care Registry, which provides immunity from civil liability for participants who meet the requirements.

The volunteer registry, which is part of the Indiana Professional Licensing Agency (PLA), was established by House Enrolled Act 1145 to offer more health care services freestanding from traditional health care facilities. Agency officials hope the registry will provide a convenient way for Hoosiers to address their health needs and encourage medical practitioners to care for Hoosiers in their neighborhoods, according to a PLA statement.

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**YOUR SIDEBAR AD HERE**

225 px x 200 px

**ISMA welcomes new members**

Each member strengthens the ISMA in its efforts to advocate for patients and medical practice. On behalf of nearly 8,000 physicians, we extend a warm and hearty welcome to these new members, who add to our collective strength.

**ISMA WEBINARS**

**CME**

2017 Medicare Updates  
MACRA-MIPS - Final Rule: Next Steps  
Effective & Compliant Utilization Of Advanced Care Providers  
Decisions That Matter: Advance Care Planning for Patients with Serious Illness

**YOUR BANNER AD HERE**

720 px x 160 px

