

# 2023 MARKETING PROSPECTUS

## Digital & Sponsorship Opportunities

### ABOUT ADVOCATES FOR BETTER HEALTH

When the Twin Cities Medical Society was formed in 2010, combining the Ramsey and Hennepin Medical Societies, our inaugural president Dr. Ed Ehlinger had a vision for a new kind of medical society, one that acted as a bridge between the medical profession and public health. In the spirit of this vision, TCMS is now **Advocates for Better Health (ABH)**. ABH is dedicated to creating a healthy, equitable, and thriving state by engaging physicians and medical students in community-driven public health initiatives.

We offer valuable marketing opportunities and sponsorships to reach a unique and diverse population of physicians representing all specialties and sub-specialties; all stages of medicine from medical student to those in active practice and retired; and all sizes of practice from small independent offices, to large multi-specialty institutions.

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### OUR REACH



**3,400**  
Physicians, Students & Health Care Executives Receive twice-monthly E-Newsletter

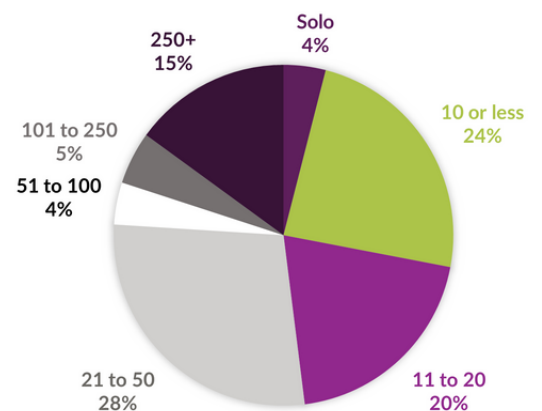


**12,000**  
Annual Website Pageviews

#### Top Specialties Represented

1. Family Medicine
2. Pediatrics
3. Internal Medicine
4. Surgery
5. OB/GYN

#### Members by Clinic Size



### ADVERTISING CONTACT

BETSY PIERRE  
(763) 295-5420  
BETSY@PIERREPRODUCTIONS.COM

2355 Fairview Ave N #139  
Roseville, MN 55113  
METRODOCTORS.COM  
FOLLOW @ADVOCATES4BH

# ADVOCATES FOR BETTER HEALTH E-NEWS

## CIRCULATION AND REACH

**Circulation:** 3,400  
**Distribution:** Twice per month\* on the 1st and 3rd week of month  
**Average Open Rate:** 27%

*\*Advertiser picks preferred week. Availability is first-come, first-served basis. Limited to 3 advertisers per E-news.*


## COST

**1x:** \$359/month  
**6x:** \$329/month  
**12x:** \$299/month

## SPECIFICATIONS

**Image Size:** 560w x 150h (pixels)  
**Max Art File Size:** 400 KB  
**Ads Hotlinked:** Supply URL  
**Form:** JPEG or PNG  
**Deadline:** 25th of month prior






TWIN CITIES MEDICAL SOCIETY IS NOW




**ADVOCATES FOR BETTER HEALTH**

Our new name - Advocates for Better Health (ABH) - reflects an ongoing evolution in the organization's mission and its vision toward physician and medical student advocacy dedicated to healthier, more equitable communities. Our new brand positions ABH as a forward-looking organization at the heart of the changes in medicine and public health sorely needed to address healthcare's most critical issues.

### AD PLACEMENT




**Volunteer at Fiesta Latina**  
 Join ABH September 10 for a volunteer shift to serve as a resource for community members to ask questions about primary care and provide clinic information.




**5th Public Health Advocacy Fellowship Begins**  
 ABH staff gathered the 2022-23 cohort of students and mentors for our opening workshop featuring artist/activist Ricardo Levins Morales.

### AD PLACEMENT



**Action Alert: FDA Considers Ban on Menthol Tobacco**  
 The FDA is considering a nationwide ban on menthol flavored commercial tobacco products. Join ABH in supporting this proposed ban.



**MetroDoctors Fall 2022**

- MN Governor's Race
- BCBS Partnership
- Fellowship Alum Seeks City Council Seat

### AD PLACEMENT

## ADVERTISING CONTACT

BETSY PIERRE  
 (763) 295-5420  
 BETSY@PIERREPRODUCTIONS.COM

# METRODOCTORS.COM

## CIRCULATION AND REACH

Average Homepage Monthly Visits:	584
Total Average Annual Homepage Visits:	6,254
Total Annual Website Pageviews:	11,979

## COST FOR HOMEPAGE AD PLACEMENT 1 OR 2

1x:	\$359/month
6x:	\$329/month
12x:	\$299/month

## SPECIFICATIONS

Image Size:	2,400w x 400h (pixels)
Max Art File Size:	400 KB
Ads Hotlinked:	Supply URL
Form:	JPEG or PNG
Deadline:	25th of month prior

Ads placed within above Ad Placement 1 option may rotate with up to 3 other ads and/or ABH content.

All ads appear on homepage.



ABH ADVOCATES FOR BETTER HEALTH About What We Do MetroDoctors Foundation ABH Blog Membership

Twin Cities Medical Society is Now

**ABH** ADVOCATES FOR BETTER HEALTH

Advocates for Better Health is dedicated to creating a healthy, equitable, and thriving state by engaging physicians and medical students in community-driven public health initiatives.

[Learn About Our Evolution](#)

**AD PLACEMENT 1**  
Max 4 rotating ads

**AD PLACEMENT 2**  
Exclusive position

## ADVERTISING CONTACT

BETSY PIERRE  
 (763) 295-5420  
 BETSY@PIERREPRODUCTIONS.COM

## SPONSORSHIPS

Looking to make your best impression and ingrain your brand with Minnesota physicians, medical students, and clinic managers? Advocates for Better Health (ABH) has sponsorship opportunities to answer that call.

For over 100 years, ABH (and the entities before it) has been a key ally to Minnesota physicians in all career stages from medical school, residency, practicing, and retirement. Unlike most medical societies, we represent physicians in all specialties, subspecialties, and areas of serving - in all settings from the small clinic to large health systems, from the hospital to the classroom, and in the public sector, healthcare administration, research, medical technology, and public health.

**Harness the power of an ABH sponsorship to increase the strength and reach of your brand in Minnesota's physician community.** Align with ABH at in-person events, online sessions, in print and in social media promotions. Rest assured knowing your support enables critical ABH initiatives for physician wellness and Minnesota public health.

### BENEFITS\*

- Sponsor recognition at [www.MetroDoctors.com](http://www.MetroDoctors.com) and in ABH E-News
- Sponsor recognition at ABH and ABH | The Foundation events
- Sponsor recognition from podium
- Sponsor recognition in program communications and promotions

*\*where able/related/appropriate*

## ANNUAL ABH SPONSOR

The #1 way to be involved! Stand behind Advocates for Better Health in every way possible and receive maximum "Generously Supported by" recognition throughout the year.

**IMPRESSION** Multifaceted and frequent – particularly in ABH communications  
(E-News: 24 x 3,400 and website: 12,000 annually)

**INVESTMENT** \$7,500 for one year

## EVENT SPONSOR OPPORTUNITIES

### WHITE COAT CEREMONY - PEN LIGHT SPONSOR

One of the most profound experiences in a physician's career is the start of medical school and the beloved White Coat Ceremony. Each August, ABH joins with the University of Minnesota Medical School to celebrate this important step for 180 medical students starting their first year. Our very popular Pen Light gift, with your company's name, is one of the highlights of the event. We have spoken to many students in their first year and beyond who express enthusiasm and appreciation for their pen lights when starting to do rounds. *Ideal for: sponsors interested in connecting with medical students, parents and families, and the University of Minnesota Medical School administration and faculty.*

**IMPRESSION** Approximately 180 participants; 400 total with audience

**INVESTMENT** \$2,000 per event (occurs annually in September)

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### SPONSOR CONTACT

BETSY PIERRE  
(763) 295-5420  
[BETSY@PIERREPRODUCTIONS.COM](mailto:BETSY@PIERREPRODUCTIONS.COM)

## EVENT SPONSOR OPPORTUNITIES, CONTINUED

### LUNCH & LEARN PRESENTATIONS

ABH is a sought-after presenter for the Lunch and Learn series presented by the University of Minnesota Medical School. Each lunch draws students and faculty excited to spend the lunch hour learning about a topic of specific interest to students. *Ideal for: sponsors interested in developing connections with medical students and the University of Minnesota Medical School administration and faculty.*

**IMPRESSION** Approximately 40 participants

**INVESTMENT** \$500 per event

### PROGRAM SPONSOR OPPORTUNITIES

Ready to maximize your sponsorship? Consider becoming a Naming Sponsor for one of our far reaching programs. Get your brand in front of hundreds of physicians practicing in all specialties, medical students and faculty, and out with ABH at engaging on priority public health issues at community events and festivals.

**IMPRESSION** 4,000+ physicians, residents, and medical students across the state

**INVESTMENT** \$2,000 for one year | \$5,000 for three years

### DR. PETE DEHNEL PUBLIC HEALTH ADVOCACY FELLOWSHIP

As one of ABH's premier programs, our Fellowship has served over 115 medical students and as many physician mentors. Your company name will be associated with our most popular program educating the next generation of physicians who collaborate with practicing physician mentors, legislative and regulatory leaders, and community stakeholders. *Ideal for: sponsors interested in developing connections with practicing and retired physicians, medical students, and the University of Minnesota Medical School administration and faculty.*

### PHYSICIANS WELLNESS COLLABORATIVE (PWC)

The Physicians Wellness Collaborative meets the expanding statewide needs for wellness support for physicians in all stages of their career from retired, practicing, fellows, residents and medical school. We offer free counseling appointments with clinicians trained to serve our community. We also support peer support programming for physicians in recovery from substance use disorder. *Ideal for: sponsors interested in developing connections with practicing and retired physicians, residents, fellows, medical students, families of physicians, and residency programs.*

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### SPONSOR CONTACT

BETSY PIERRE  
(763) 295-5420  
BETSY@PIERREPRODUCTIONS.COM



**Advertising Insertion Order**

Please reserve the following ad placements -  
reference current rate card

**Complete and return to  
betsy@pierreproductions.com or 763-322-5011 (fax)**

Advertiser Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Invoice Contact/Address (if different from above):  
\_\_\_\_\_  
\_\_\_\_\_

**Electronic Advertising**

_____ www.MetroDoctors.com	# of Insertions: _____	Base Rate: \$ _____	per Insertion
_____ ABH eNews	# of Insertions: _____	Base Rate: \$ _____	per Insertion
_____ Bonus Combo Package	# of Insertions: _____	Base Rate: \$ _____	per Insertion

URL for linking ad: \_\_\_\_\_

Issues to run: (deadline – 25 <sup>th</sup> of month prior)	_____ January	20 _____	_____ May	20 _____	_____ September	20 _____
	_____ February	20 _____	_____ June	20 _____	_____ October	20 _____
	_____ March	20 _____	_____ July	20 _____	_____ November	20 _____
	_____ April	20 _____	_____ August	20 _____	_____ December	20 _____

Signing below constitutes agreement to the details listed above and to the MetroDoctors General Terms & Conditions.

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

Your MetroDoctors Ad Sales Rep: Betsy Pierre - 763-295-5420 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

## **Mechanical Requirements**

<u>eAd Art Submission:</u>	Please send .jpg or .gif file to <a href="mailto:betsy@pierreproductions.com">betsy@pierreproductions.com</a> / 763-295-5420
<u>Dimensions:</u>	Refer to rate card for ad dimensions.
<u>Ad creation:</u>	There is a \$50 minimum fee for ad creation – advertiser supplies copy and art elements.
<u>Send artwork to:</u>	Betsy Pierre – <a href="mailto:betsy@pierreproductions.com">betsy@pierreproductions.com</a> / 763-295-5420

## **General Terms & Conditions**

*It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication--the Advocates for Better Health.*

*Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*

*Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*

*Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*

*Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.*

*The advertiser agrees that all submitted artwork will be free of copyright.*

*The publisher is not responsible for errors in advertiser artwork.*

*The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.*

*The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*

*Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.*

*Cancellation of any portion of the Insertion Order voids any frequency discount.*

*Preferred placements are non-cancellable. Other cancellations must be made within 30 days in advance of the artwork deadline.*