



#### 4-COLOR AD RATES

Full Page	\$1300
Half Page	\$700

#### PREMIUM PLACEMENTS

Back Cover	\$1,500
Inside Front Cover	\$1,450
Inside Back Cover	\$1,400

#### SPONSORED CONTENT

Cover Feature	4p	\$5,700
Special Feature	2p	\$2,900
Professional Profile	1p	\$1,500
Columns	1p	\$1,500

#### ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights

Pricing Available Upon Request

**Circulation:** 4,400

**Counties:** Albany, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington

**Target Audience:** All licensed physicians and leading healthcare executives in the NYS Capital Region.

#### ABOUT MD News

MD News is the premier local market, business-to-business, custom publication for physicians in the NYS Capital Region. MD News will provide strategically focused, locally relevant, and deeply engaging content to

its target audience. MD News seeks to provide its readers with insight regarding best practices, procedures, and up to date news as it relates to the NYS Capital Region healthcare industry landscape.

#### CUSTOM PUBLISHING / CONTENT MARKETING

Custom publishing is a form of marketing that involves an editorial product. The content of that editorial supports the marketing and communication objectives of the underwriter. Content marketing is one of the fastest growing forms of marketing and is one of the most significant growth sectors of publishing today. It's a preferred method for more sophisticated marketers to reach a desired and defined target audience.

Custom publishing / Content marketing differs from advertorial in that the content is not a one-sided, ad-based message. Rather, a sponsored article that delivers the unique opportunity to deliver a relevant, engaging message to physicians in a manner that will deliver credible information to the reader and accountability to your marketing investment.

#### FOR MORE INFORMATION ON SPONSORED CONTENT, ADVERTISING, AND CLOSING DEADLINES CONTACT:

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