



ALBERTA
MEDICAL
ASSOCIATION

MDScope

Alberta Doctors'
DIGEST

MEDIA KIT

March 2024

Alberta physicians rate the Alberta Medical Association as their most trusted source of news and information about the health care system.

Alberta Doctors' DIGEST

The Alberta Doctors' Digest is the AMA's bimonthly digital magazine, which focuses on the business, politics and economics of health care in Alberta.

Featured regular columns include: Health Law Update, Student Spotlight, Insurance Insights, Dr. Gadget, PFSP Perspectives (Physician and Family Support Program) and Classifieds. Each new issue of ADD is announced by email to around 14,000 recipients with an average open rate of 67%. The magazine itself has had an average of 3,750 views per issue in 2023.

ADD is readable on any computer or mobile device and printable on the reader's printer. It's available at add.albertadoctors.org

MDScope

MD Scope is the AMA's email newsletter, sent to around 14,000 recipients twice each month. Average open rates for 2023 are 69%. It's available at albertadoctors.org/scope

Typical stories include:

- AMA news and events.
- Member benefits and services.
- Alberta Health Services/Alberta Health initiatives and updates.
- Program-related information, e.g., Physician and Family Support Program, CII/CPAR.
- Conferences, workshops and other learning opportunities.

AD SIZES AND RATES

The AMA publishes the Alberta Doctors' Digest digital news magazine six times annually:
add.albertadoctors.org

ALBERTA DOCTORS' DIGEST

Display ads are permanently embedded within the issue that they appear and continue to be visible and clickable even after the issue is archived. When submitting a display ad, please provide website URL (web address). Accepted file formats for display ads are jpeg, png and animated gif.

Ad size	Content category	Position	One-time rate	Six-time rate
Leaderboard - 728 x 90 pixels	Home page	Header	\$1,500	\$1,200
Square - 300 x 250 pixels	Home page	Side-bar	\$950	\$750
Leaderboard	Article	Header	\$950	\$750
Square	Article	Side-bar	\$700	\$550

VIDEO

Video ads require a YouTube or Vimeo embed code from the advertiser

Dimensions: Square - 300 x 250 px		
Position	One-time rate	Six-time rate
Side-bar	\$875	\$725

CONTENT ADVERTISING (ARTICLES)

Sponsored articles are \$3,220 per issue. Sponsored articles appear in the current issue only and then become archived within the appropriate back issue. Advertisers are limited to two sponsored articles per year.

CLASSIFIED ADS FOR ADD AND MD SCOPE

\$85 for 50 words or less; 25¢ for each additional word.

ADD Classifieds are updated with each new issue of ADD, which is published six times annually:
add.albertadoctors.org/classifieds/

MD Scope Classifieds are updated with each new issue of MD Scope, which is published twice monthly:
albertadoctors.org/scope-classifieds

MEMBER DISCOUNTS

- 40% for classifieds
- 25% for display ads

Prices listed above are effective August 3, 2023 and do not include GST.

The Alberta Medical Association reserves the right to refuse advertising that promotes products or services already offered by companies associated with the AMA.

2024 PUBLICATION DEADLINES

Classifieds are accepted for all issues of ADD and MD Scope

ALBERTA DOCTORS' DIGEST

Issue (Wednesdays)	Deadline
January/February	
<i>No issue</i>	
March/April	February 14
<i>Published March 13</i>	
May/June	April 17
<i>Published May 15</i>	
July/August	June 19
<i>Published July 17</i>	
September/October	August 21
<i>Published September 18</i>	
November/December	October 16
<i>Published November 13</i>	

MD SCOPE

Issue (Thursdays)	Deadline
January 11	January 4
January 25	January 18
February 15	February 8
February 29	February 22
March 14	March 7
March 28	March 21
April 11	April 4
April 25	April 18
May 16	May 9
May 30	May 23
June 13	June 6
June 27	June 20
July 11	July 4
July 25	July 18
August 15	August 8
August 29	August 22
September 12	September 5
September 26	September 19
October 17	October 10
October 31	October 24
November 14	November 7
November 28	November 21
December 12	December 5

Submitting an advertisement

To submit an ad or request more information, please contact:

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