

MDNEWS | RATE CARD

Central New York Edition



4-COLOR AD RATES

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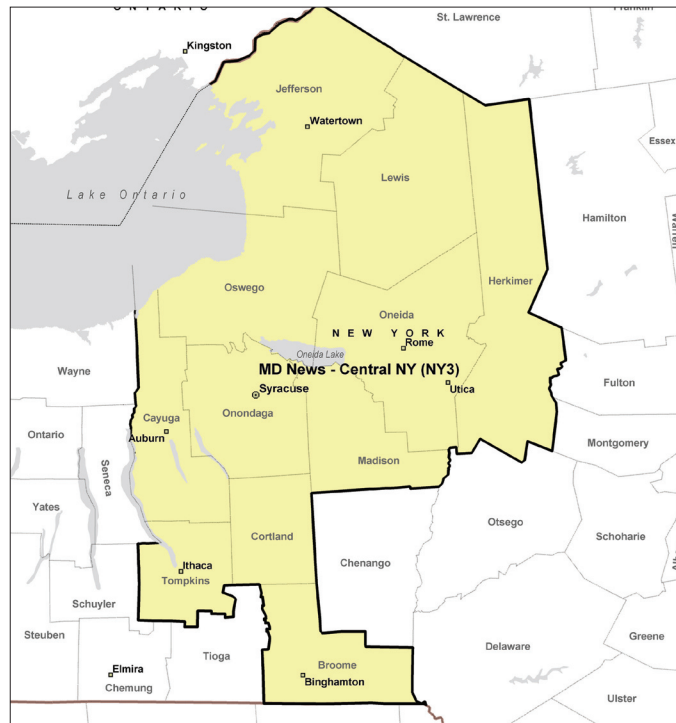
Circulation: 5,225

Counties: Broome, Cayuga, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego and Tompkins

Target Audience: All licensed physicians and leading healthcare executives in the Central New York area.

ABOUT MD NEWS

MD News is the premier local market, business-to-business, custom publication for physicians in the Central



New York area. 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 Central New York healthcare industry landscape.

CUSTOM PUBLISHING

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. Custom publishing 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 differs from advertorial in that the content is not a one-sided, ad-based message. Rather, a sponsored article in MD News 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.

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