MDNEWS
NYS Capital Region

2027 RATE CARD

4-COLOR AD RATES

Full Page	$1300
Half Page	$750

PREMIUM PLACEMENTS

Back Cover	$1,600
Inside Front Cover	$1,500
Inside Back Cover	$1,400

SPONSORED CONTENT

Cover Feature	4p	$5,900
Special Feature	2p	$3,200
Professional Profile	1p	$1,800
Columns	1p	$1,700

ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights	Pricing Available Upon Request

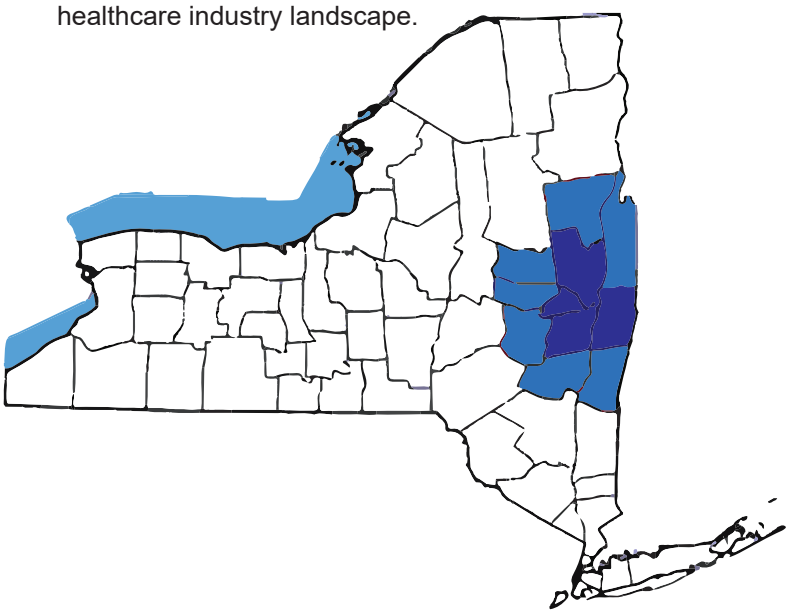
Circulation: 4,400

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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