

NEVADA STATE MEDICAL ASSOCIATION ADVERTISING

NSMA communications and website enhances the value of membership for each of our members. Physicians, medical students and residents visit the website on a regular basis as the go-to resource for legislative, regulatory, and legal issues as well as information on managing their practice, upcoming events, education and how to make an impact on the issues that effect their practice, patients and community.

WEBSITE ADVERTISING | WWW.NVDOCTORS.ORG

Advertise on our Medical Practice Blog, or a page of your choice (Excludes home page)

Advertising Sizes and Rates

Ad Type	1 month	3 months	6 months
Medium Rectangle	\$150	\$400	\$750
Half Page	\$200	\$500	\$900
Banner	\$250	\$650	\$1100

File Specifications

- Graphics must be submitted in .jpg or .png format.
- Ad will be hyperlinked to your specified website.
- Maximum file size: 100K
- Ads will be placed upon approval and payment.

Half Page
360 x 720 px

Medium Rectangle
360 x 300 px

Banner
1600 x 300 px

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EMAIL ADVERTISING

NSMA emails include a weekly update with upcoming events and CME, important legislative updates, and medical news distributed to more than 2,900 subscribers (including physicians, medical practice managers hospital medical staffs, medical students and residents).

Email Advertising Rates*

Size	1 e-blast	4 e-blasts	8 e-blasts	12 e-blasts
Banner Ad - 550 x 120 px	\$100	\$300	\$600	\$900

*Limited to two (2) advertisers per issue

EVENT ADVERTISING

NSMA hosts an events page for upcoming events in Nevada. Event advertising includes an event flyer posted 1 month in advance of event date, description and registration link as well as one (1) inclusion on a weekly email blast.

Event Advertising Rates

Size	1 e-blast + Website Post (1 month)
Flyer - 1100 x 1800 px	\$300

NSMA QUARTERLY NEWSLETTER

Quarterly Electronic Newsletters delivered via email and downloadable content on website.*

Newsletter options coming soon. Please email katheleen@nvdoctors.org to request updates.

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