



Reach the **Leaders** in the **Physician Assistants** Profession!

Use the publications of the Minnesota Academy of Physician Assistants (MAPA) to advertise to 700 Practicing Physician Assistants and Students



It's as easy as 1, 2, 3

1 **imPAct**

MAPA newsletter

- distributed 6x annually and contains all the association news
- b/w print copy mailed to members, color digital copy emailed to students

Ad sizes/prices:

Back Cover - prime location as top 1/3 contains the mailing address

Cost: \$750 • Ad size: 7.45 x 7

Full page

Cost: \$350 • Ad size: 7.45 x 8.8611

Half page

Cost: \$200 • Ad size: Vertical - 3.65 x 8.8611 Horizontal - 7.45 x 4.4236

Quarter page

Cost: \$150 • Ad size: 3.65 x 4.4236

A 10% discount is available for pre-payment for three or more consecutive issues.

Space reservations and artwork due:

Jan 15 for Jan/Feb issue

March 15 for March/April issue

May 15 for May/June issue

July 15 for July/August issue

Sept 15 for Sept/Oct issue

Nov 15 for Nov/Dec issue

Member Stats:

57% live in the 7 county metro area

63% have been in practice for 10 years or less

72% are female

80% of students are female

Members practice in more than 60 specialties

2 **www.mnacadpa.org**

MAPA website

- 1500 view the site each month.

Graphical Banner ads

\$200/month or \$500/3 months with 15% discount for 12 month contract

\$ 50/month or \$100/3 months for charitable organizations

Using Dynamic Ad service, ads are placed on the home page & include a link to your URL.

Ad size: 196x300 in jpg or gif format • File size: 30KB

Recruitment ads

Job postings run for two months for \$125

The ad is posted on the closed section of the website so you can reach over 600 licensed MN PAs. There is no limit to the length of the ad posting, but MAPA reserves the right to edit if needed. The ad should be formatted as a Word document and may include an email and website link but no graphics or logos. An invoice is mailed when the notice is posted online.

3 **Email blasts**

Tuesday recruitment or CME anytime blast

- Tuesday blasts contain up to three job postings for \$125/job
- CME blasts can be sent anytime, but only one per week for \$125; includes free listing on CME page of website.

Want to advertise?
Call Arlene Lensing
at 952-562-8700 or
Email office@mnacadpa.org