

Digital Advertising

The Tennessee Medical Association offers digital advertising options to help you reach thousands of physicians and practices economically and efficiently. You can choose to be on our **website**, in our **Member eNews**, or have your ads in our **print magazine** automatically “digitized” and linked to your company's site.

TNMED.org

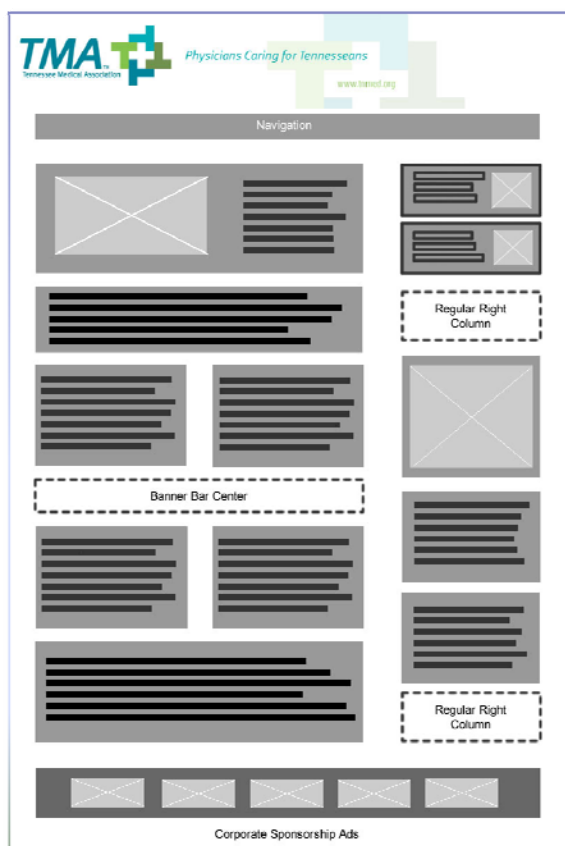
TNMED.org is the home page for the TMA. We have redesigned our website to make it more useful to our various audiences and to our advertisers, allowing them to connect with the physicians of Tennessee.

View a sample of each web ad location below. We accept ads in .jpg, .gif, .swf and .png formats. Animated ads are also accepted but will be considered against the style of our site.

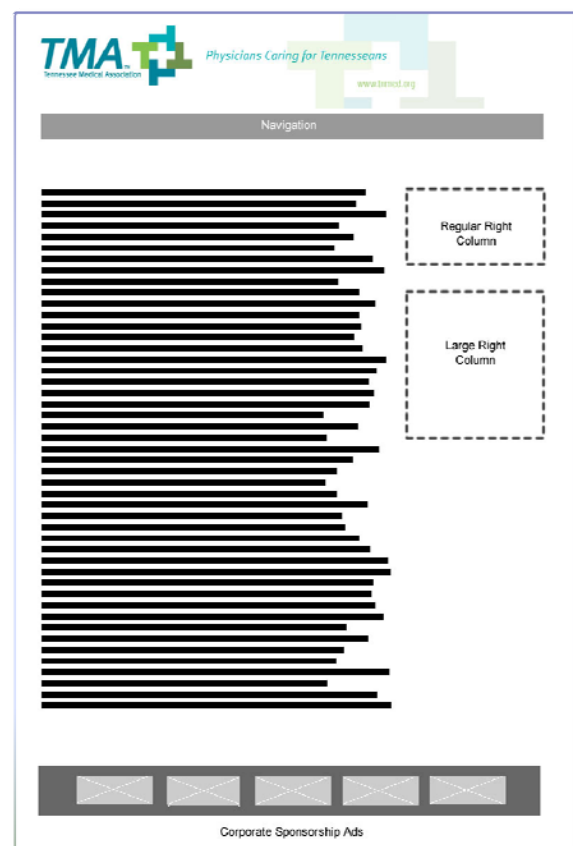
Choose whether you want to be seen on our homepage, 2nd-click page, or associated with specific content or articles to maximize your exposure.

| <u>Location Description</u> | <u>Size (pixels)</u> | <u>Home Page</u> | <u>2nd Page</u> | <u>Minimum Run Time</u> |
|-----------------------------|----------------------|------------------|-----------------|-------------------------|
| Banner Bar Center | 630 x 130 | \$1,000/month | | 3 months |
| Large Right Column | 275 x 260 | \$500/month | \$350/month | 3 months |
| Regular Right Column | 275 x 130 | \$300/month | \$200/month | 3 months |

Home Page



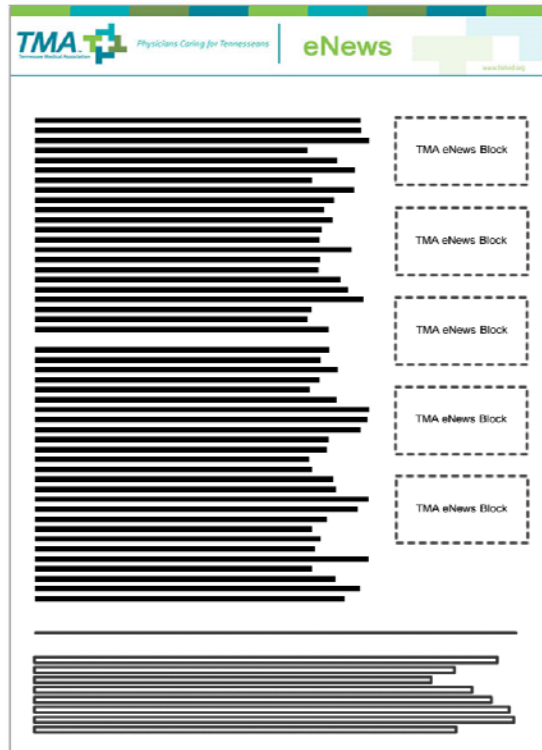
Supporting Page



TMA eNews

The TMA delivers headline news to email boxes and smart phones twice per month. This is a tremendous way to get seen by some 4,000 physicians, appearing alongside the very news that affects their livelihood!

| Description | Size | Cost | Minimum Run Time |
|-----------------|-----------|-------------|--------------------|
| TMA eNews Block | 170 x 170 | \$500/month | 1 month (2 issues) |



Magazine

Tennessee Medicine is the regular monthly journal of the TMA, published 10 times a year. Advertisers in our print publication also receive the automatic benefit of digital connection to our readers. Our online version of the magazine includes a digital link to your website, providing another doorway to showcase your product or service! For details on advertising in *Tennessee Medicine*, visit tnmed.org/advertising.



Digital Advertising Contract

This contract hereby authorizes my advertisement(s) to appear on **www.tnmed.org** as indicated below:

| Place Checkmark By Your Preferences (Prices are Per Month) | | | Run Time |
|---|----------------------------------|--------------------------------|------------------------------|
| Location | Home Page | 2nd Page | |
| <input type="checkbox"/> Banner Bar Center (630 x 130) | <input type="checkbox"/> \$1,000 | | <input type="checkbox"/> 3X |
| <input type="checkbox"/> Large Right Column (275 x 260) | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$350 | <input type="checkbox"/> 6X |
| <input type="checkbox"/> Regular Right Column (275 x 130) | <input type="checkbox"/> \$300 | <input type="checkbox"/> \$200 | <input type="checkbox"/> 9X |
| | | | <input type="checkbox"/> 12X |

| TMA eNews Advertising |
|--|
| TMA eNews Block |
| Size: 170 x 170 |
| Cost: \$500 |
| Run Time: 1 Month (2 issues) |
| # of Months to Advertise: _____ |

Contact's Name _____

Firm Name/Agency _____

Billing Address _____

Phone _____

Fax _____

Email _____

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*** First-time advertisers MUST include first month payment with contract OR pay by credit card.**

| If Paying by Credit Card, Use This Form | |
|--|----------------------|
| Card Number: _____ | |
| Signature: _____ | |
| Amount: \$ _____ | Security Code: _____ |
| Exp. Date: <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Discover | |
| <input type="checkbox"/> Please check if you would like your ad charged to above listed card monthly for duration of contract. | |

Return All Materials To:

Beth McDaniels, Sales & Events Coordinator
Tennessee Medicine

2301 21st Avenue South, P.O. Box 120909
Nashville, Tennessee 37212-0909

Phone: (615) 385-2100 Fax: (615) 312-1958
beth.mcdaniels@tnmed.org

Authorized Signature _____ Title _____ Date _____

The right is conceded to omit advertising and charge for all previous insertions at earned rates if payments are not made as above. If advertisement is discontinued before completion of contract, earned rate for space used will be paid. Copy from the most recent ad will be repeated until new copy/instructions are received. All copy and size changes must be indicated to the publisher prior to closing date of each issue. All advertising is subject to approval by the Publications Committee of **Tennessee Medicine**.