



Corporate Advertising



Advertise with
Tennessee's Largest
Association for Physicians

tnmed.org



Respected Voice.

We're one of oldest, largest and most respected professional associations in Tennessee. Our nonprofit Tennessee Medical Association represents nearly 10,000 Tennessee physicians and more than 2,000 medical practices across the state. Our members influence thousands more in staff, patients and families.

This is your chance to reach the most influential ecosystem in Tennessee medicine.



Powerful Advertising Starts Here.

Leverage the credibility of the Tennessee Medical Association and access our member physicians. They trust TMA to offer exceptional products, services and partners, and our brand can be is an immediate door opener for you.

Our advertising opportunities are year-round and in a variety of mediums that effectively reach our members.

Contact Anne.Mastoris@tnmed.org for more info.



Our Members Across The State

PHYSICIAN CONCENTRATION THROUGHOUT TENNESSEE

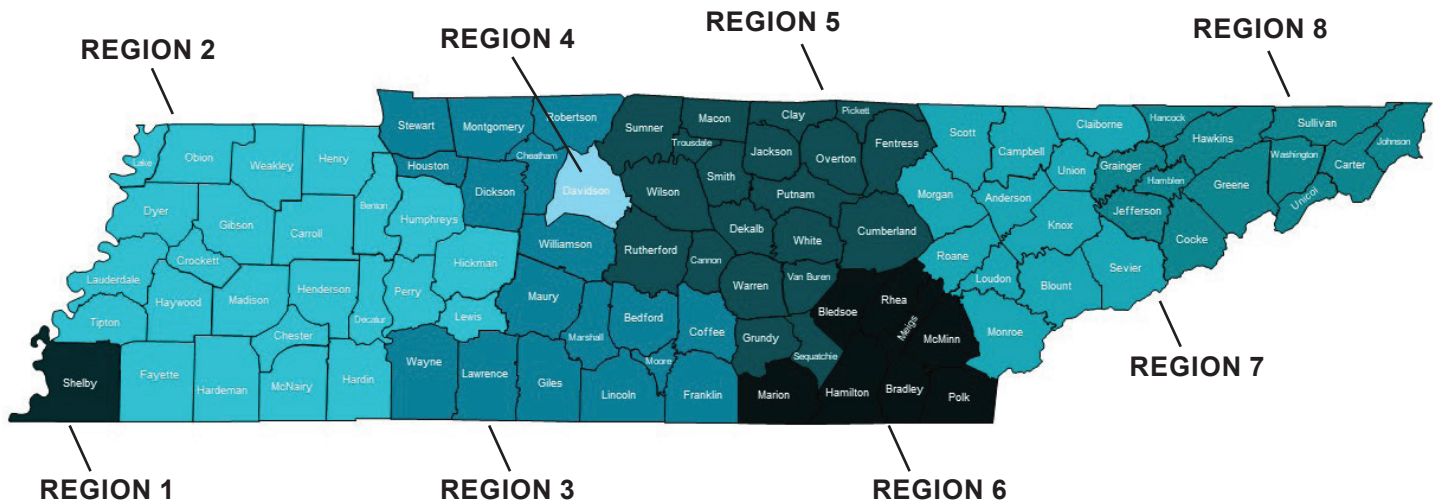
Memphis Area	26%
Nashville Area	19%
Chattanooga Area	14%
NE Tennessee Area	14%
Knoxville Area	13%
NE Mid-Tennessee Area	5%
SW Tennessee Area	5%
West Tennessee Area	4%

TOP SPECIALTIES

Internal Medicine	15%
Family Medicine	9%
General Surgery	6%
Pediatrics	5%
Anesthesiology	5%

MEMBER AGES

Under 30	19%
30-39	19%
40-49	13%
50-59	15%
60-65	9%
Over 65	18%



**MEMBERSHIP
BREAKDOWN**

4,500

**ACTIVE
PRACTICE
PHYSICIANS**

2,000+

PRACTICES IN TENNESSEE

3,500

**PRACTICING
TN RESIDENTS
& MEDICAL
STUDENTS**

Advertising with TN Medical Association

1. Digital

98% of TMA members prefer to be communicated to digitally.

We provide numerous opportunities to reach Tennessee physicians through our digital channels:

- Website banner ads
- Bi-weekly sponsored electronic newsletter
- Sponsored social media campaigns
- Promotional video introductions
- The TMA Member Benefits Directory
- Quarterly benefits email



2. Publications

Compliment your digital reach with our print advertising options. TMA members say print media is their second preferred communication vehicle.

We offer many advertisement opportunities:

- *Topline**, our bimonthly newsletter, mailed to member physicians' homes
- Inclusion in our mailed physician member packs
- Direct marketing campaigns to physicians at large across the state

**PENDING TMA CONTENT APPROVAL*





MEMBER NEWS

TMA's Member News is a bi-weekly e-newsletter delivering legislative, legal, insurance, public health, and association news affecting Tennessee physicians and patients.

Sponsored content is subject to approval with limited availability.



17,200+

SUBSCRIBERS

51%

AVERAGE
OPEN RATE

Deadlines & Additional Details

- Ad insertion orders are due one week before publication. *See schedule.*
- Ad materials are due one week prior to publication. *See schedule.*
- Advance payment for initial insertions is required for first-time advertisers.
- All frequency discounts apply to a consecutive 12-month time frame.
- 90-day cancellation notice is required.

Banner Advertising

Advertisers receive one ad, Monday through Friday, for one week each month. Three month commitment, price per month.

TMA Website

Tennessee Medical Association



Thousands of physicians turn to the TMA website regularly as their trusted source for current health care information, best practices, and hot topics in medicine.

Advertisers can take advantage of web ad placements on key tnmed.org pages to reach these connected physicians and further enhance their brand's exposure.

Topline

Newsletter of the Tennessee Medical Association



Topline is a bi-monthly printed newsletter comprised of relevant health care news and articles that highlight the latest TMA news and member accomplishments.



9,000+
SUBSCRIBERS

Contact Anne.Mastoris@tnmed.org

Ad Specs for *Topline* Publication 2023

TOPLINE PRINT AD	DESIGN REQUIREMENTS	DESIGN SPECS
1/2 page - Inside front column	no bleed, 4C, CMYK, jpg/pdf	3.43'' W x 10.25'' H
1/2 page - outside back cover	no bleed, 4C, CMYK, jpg/pdf	SOLD OUT
1/2 page - editor's page choice	no bleed, 4C, CMYK, jpg/pdf	7'' W x 4.25'' H
1/4 page - editor's page choice	no bleed, 4C, CMYK, jpg/pdf	3.43'' W x 4.25'' H
Advertorial*	no bleed, 4C, CMYK, jpg/pdf	7'' W x 10.25'' H

*Advertorial is available subject to approval, and must be submitted 60 days in advance of the publication date.

Ad Specs for Mailings 2023

MAILING TYPES	DESIGN REQUIREMENTS	DESIGN SPECS
Promotional Direct Mail Full page	no bleed, 4C, CMYK, jpg/pdf	8.5'' W x 11'' H (#10 env)
Promotional Mail Insert Buck slip	no bleed, 4C, CMYK, jpg/pdf	3.45'' W x 4.24'' H

*Advertiser is responsible for design, print and mailing costs associated with promotional mailing. Mailing to be approved in advance by TMA.

Ad Specs for Digital Advertising 2023 | E-News & Website

DIGITAL AD*	DESIGN REQUIREMENTS	DESIGN SPECS
Sidebar with hyperlink	no bleed, 4C, RGB, jpg	Vertical: 2.5'' W x 3.5 - 4.5'' H
Bottom with hyperlink	no bleed, 4C, RGB, jpg	Horizontal: 2.5'' W x 1 - 3.5'' H

*Advertiser responsible for design. Ad must be approved in advance by TMA.



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Rate Sheet for Print Publications 2023

TOPLINE PRINT AD	1 AD/YEAR	3 ADS/YEAR	6 ADS/YEAR
1/2 page - Inside front column	\$1,500	\$3,690	\$5,900
1/2 page - outside back cover	SOLD OUT	SOLD OUT	SOLD OUT
1/2 page - editor's page choice	\$1,000	\$2,460	\$3,900
1/4 page - editor's page choice	\$650	\$1,600	\$1,550
Advertorial*	\$1,500	\$3,700	unavailable

*Advertorial is available subject to approval, and must be submitted 60 days in advance of the publication date.

Rate Sheet for Mailings 2023

MAILING TYPES	1 MAILING/YEAR	3 MAILINGS/YEAR	6 MAILINGS/YEAR
Promotional Direct Mail Full page	Call for pricing	Call for pricing	Call for pricing
Promotional Mail Insert Buck slip	Call for pricing	Call for pricing	Call for pricing

*Advertiser is responsible for design, print and mailing costs associated with promotional mailing. Mailing to be approved in advance by TMA.

Rate Sheet for Digital Advertising 2023 | E-News

DIGITAL AD*	2X FOR 1 MONTH	2X FOR 3 MONTHS	2X FOR 6 MONTHS
Sidebar with hyperlink	\$500	\$1,230	\$2,000
Bottom with hyperlink	\$500	\$1,230	\$2,000

*3-month minimum commitment. Advertiser responsible for design. Ad must be approved in advance by TMA.

Rate Sheet for Digital Advertising 2023 | Website

DIGITAL AD	1 MONTH	3 MONTHS	6 MONTHS
Top of Membership Page Banner Ad with Hyperlink	\$1,000	\$2,460	\$3,900
Bottom of Member Page Banner Ad with Hyperlink	\$1,000	\$2,460	\$3,900



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E-News Artwork Due Dates & Publish Dates 2023

AD ARTWORK DUE DATE	ESTIMATED PUBLICATION DATES
Friday, January 13	Wednesday, January 18
Friday, January 27	Wednesday, February 1
Friday, February 10	Wednesday, February 15
Friday, February 24	Wednesday, March 1
Friday, March 10	Wednesday, March 15
Friday, March 24	Wednesday, March 29
Friday, April 7	Wednesday, April 12
Friday, April 21	Wednesday, April 26
Friday, May 5	Wednesday, May 10
Friday, May 19	Wednesday, May 24
Friday, June 2	Wednesday, June 7
Friday, June 16	Wednesday, June 21
Friday, June 30	Wednesday, July 5
Friday, July 14	Wednesday, July 19
Friday, July 28	Wednesday, August 2
Friday, August 11	Wednesday, August 16
Friday, August 25	Wednesday, August 30
Friday, September 8	Wednesday, September 13
Friday, September 22	Wednesday, September 27
Friday, October 6	Wednesday, October 11
Friday, October 20	Wednesday, October 25
Friday, November 3	Wednesday, November 8
Friday, November 17	Wednesday, November 22
Friday, December 1	Wednesday, December 6
Friday, December 15	Wednesday, December 20



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Topline Ad Due Dates & Estimated Mail Dates 2023

ISSUE	AD ARTWORK DUE	ESTIMATED MAIL DATES
March/April	Tuesday, January 31	Week of February 14
May/June	Tuesday, March 28	Week of April 11
July/August	Tuesday, July 21	Week of August 15
September/October	Tuesday, October 3	Week of October 17
November/December	Tuesday, November 28	Week of December 22



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