



PO Box 10735
Greensboro, NC 27404-0735

GMDM NEWSLETTER ADVERTISING RATES

TYPE OF AD	SIZE: WIDTH X HEIGHT	ANNUAL COST
<u>1-column ad</u>		
One Size	2.3333 x 4 inches	\$775
<u>1 ½-column ads</u>		
Small	3.625 x 2 inches	\$600
Medium	3.625 x 3 inches	\$905
Large	3.625 x 4.22 inches	\$1,270
<u>2-column ads</u>		
Small	4.9167 x 2 inches	\$820
Medium	4.9167 x 2.5 inches	\$1,020
Large	4.9167 x 3 inches	\$1,225
Extra Large	4.9167 x 4 inches	\$1,635

GMDM NEWSLETTER ADVERTISING SPECS

- Ad should be in color, 200 dpi minimum resolution, in jpeg or pdf format, with active website links
- Advertiser is responsible for supplying ad (design service available for a fee)
- Advertising contracts are for 12 months; cost is prorated for ads booked after Jan. 1
- Advertisers may change ad each month (new ad due by 15th of month preceding issue date)
- Ads should be sent to editor Deanna Thompson at deanna@thompsononline.biz

GMDM NEWSLETTER INSERT RATES AND SPECS

We also accept advertising inserts in the newsletter. These are full-page marketing pieces that are the same size as the newsletter page (8 1/2 x 11) that are inserted into a monthly newsletter. The cost is \$250 for a single-page insert or \$350 for a two-sided (front and back) insert.

Inserts are a great way for an organization to communicate more detailed information than is possible in an ad. For example, you might share background on a new provider joining your practice, detail services your company offers that would be of interest to GMDM members, or provide details on an expansion – all with click-throughs directly to your website.

In addition to being included in the online newsletter, inserts also are printed and distributed at GMDM luncheons, providing in-person, hands-on exposure.

Inserts are booked on a monthly basis. The advertiser is responsible for creating the insert; however, design services are available for a fee, if needed.

FOR MORE INFORMATION OR TO RESERVE YOUR ADVERTISING SPACE

Contact Editor Deanna Thompson at 336-292-6041 or deanna@thompsononline.biz. You can view a sample issue of the newsletter [here](#). To learn more about GMDM, visit the website at www.gmdm.org.