

## 5 REASONS YOU SHOULD ADVERTISE IN THE GMDM NEWSLETTER

- 1 We are the only publication in Guilford County that allows you to target your marketing specifically to area healthcare professionals. Your ad will reach a key demographic:**
  - ◆ Medical office managers
  - ◆ Dental office managers
  - ◆ Hospital administrators and office personnel
  - ◆ Assisted living, home health, nursing home and hospice administrators, staff and sales executives
- 2 The newsletter is published monthly on the GMDM website, giving readers the ability to click directly from your newsletter ad to your website.**
  - ◆ Your ad will reach members, who also can easily share the newsletter link with colleagues in their organizations and other healthcare businesses, extending your reach.
  - ◆ There is no paywall, so any visitor to the GMDM website can read the newsletter.
- 3 The cost of advertising is low.**
  - ◆ Ad prices range from \$600 to \$1,635 for a full year of exposure (12 monthly newsletters).
- 4 The perks for advertising are high.**
  - ◆ Your business will be featured annually in a story in the newsletter.
  - ◆ You receive extra exposure for your ad through the popular GMDM Puzzler contest, which requires members to look for an answer to a question in all ads in order to win a prize.
  - ◆ You receive a free 1-minute info-mercial about your business at a GMDM luncheon when the Puzzler answer is hidden in your ad.
  - ◆ If you are not a member, you may attend one GMDM luncheon meeting during the year, enjoy lunch as our guest, promote your business at a table, and receive an introduction from the podium.
  - ◆ You are eligible to purchase a GMDM website ad for a small additional fee.
- 5 You also have options for providing more detailed information in an advertising insert.**
  - ◆ Newsletter inserts, which are full-page advertisements inserted into a monthly newsletter, provide a great way for an organization to communicate more comprehensive information to our members than is possible in an ad. For example, you might share background on a new provider joining your practice, detail services your company offers of interest to GMDM members, or provide details on an expansion, all with direct click-throughs to your website for more information.
  - ◆ In addition to being included in the online newsletter, inserts also are printed and distributed at GMDM luncheons, providing in-person, hands-on exposure as well.

### About GMDM

Founded in the early 1980s, Guilford Medical and Dental Managers ([gmdm.org](http://gmdm.org)) is the premier professional organization for medical and dental practices in Guilford County and surrounding areas, dedicated to providing timely educational programs, strong networking support and personal growth opportunities.

### For more information or to reserve your advertising space

Contact Editor Deanna Thompson at 336-292-6041 or [deanna@thompsononline.biz](mailto:deanna@thompsononline.biz). View a sample issue [here](#). To see advertising and insert rates, click [here](#).