

SEMPA WEEKEND EDITION

REACH 1,000

TOP EMERGENCY MEDICINE PHYSICIAN ASSISTANTS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANIES

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a medical news website with several ad placements:

- A (Leaderboard):** Located at the top of the page, featuring a banner for CEP America with the headline "Innovation and best practices for emergency department performance excellence".
- B (Skyscraper):** A vertical ad on the left side of the page for Pfizer, with the headline "We at Pfizer are committed to applying science and our global resources to improve health and well-being at every stage of life".
- B/1 (Skyscraper):** A vertical ad on the left side of the page for Stryker, with the headline "Stryker is a leader in creating surgical instruments that make surgery more efficient, reduce trauma and improve techniques".
- C (Banner):** A horizontal ad at the top of the main content area for 3M Innovative Technology, with the headline "3M Innovative Technology by a changing world".
- C/1 (Banner):** A horizontal ad below the 3M ad, featuring three product showcases: ACCU-CHEK Aviva meter system, Surgical & Medical Devices, and DonJoy's MaxTrax Air Walker.
- D (Product Showcase):** A horizontal ad below the C/1 banner, featuring three product showcases: ACCU-CHEK Aviva meter system, Surgical & Medical Devices, and DonJoy's MaxTrax Air Walker.
- E (Featured Companies):** A horizontal ad below the D ad, featuring three featured companies: Abbott, Abbott, and Teva Respiratory.
- F (Text Ad):** A small text ad at the bottom of the page, with the headline "This edition of TBD was sent to #Email#... To unsubscribe, click here. Did someone forward this edition to you? Subscribe here -- it's free!"

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 1,000 top emergency medicine physician assistants (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$2950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Featured Companies
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE SEMPA WEEKEND EDITION, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO TOP EMERGENCY MEDICINE PHYSICIAN ASSISTANTS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of emergency medicine physician assistants., the SEMPA Weekend Edition keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

SEMPA WEEKEND EDITION
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN SEMPA WEEKEND EDITION:



CREDIBLE SOURCE

For 21 years, our members have turned to the association as the informational authority of the industry. Advertising in SEMPA Weekend Edition solidifies your place among weekly information provided to AAFA members.



TARGETED DISTRIBUTION

Advertising in SEMPA Weekend Edition allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to SEMPA Weekend Edition have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, SEMPA Weekend Edition ensures your ad will be seen every week by our 1,000 subscribers.



AFFORDABLE

Advertising in SEMPA Weekend Edition is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of SEMPA Weekend Edition has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in SEMPA Weekend Edition.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.