

SNMA PULSE

REACH

9,600

FUTURE MEDICAL DOCTORS IN THE U.S.

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 SKYSCRAPER/LOWER 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 COMPANY

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.

A



Mobile version RSS Subscribe Unsubscribe Archive Media Kit July 25, 2011

B

Advancing the public's health through learning, discovery, and communication.

B1

Discovering New Knowledge

Funding initiatives with the power to transform undergraduate and graduate education by engaging students in discovery research.

F

CFHI Child Family Health International

Child Family Health International Programs. Learn from local physicians.

C

C1

E

F

SNMA Pulse
[Copy HTML](#), Vice President of Publishing, 469.420.2601
[Download media kit](#)

Recent Issues
 July 15, 2011

Kella Mack, Content Editor, 469.420.2637
[Contribute news](#)

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PRODUCT SHOWCASES

A patient-centric approach to patient safety
HealthPage Today | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 When popular physician blogger Kevin Pho wrote about involving patients in healthcare reform in a recent article in USA Today, one thing he failed to mention is a novel government initiative that has been flying below most of our radar screens — the "Partnership for Patients: Better Care — Lower Costs." Why was it necessary to call out patient centeredness as a separate initiative? Although no one disputes that those of us who work in the U.S. healthcare system are committed to delivering the best possible care to our patients, the truth is that unacceptably large numbers of patients continue to be harmed by errors in medical judgment, processes, and practice. [MORE](#)

KAPLAN We Build Futures
 One Success Story at a Time

2011-2012 SNMA executive agenda
JSNMA | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 Michael G. Knight wrote in JSNMA, "It has been a distinct pleasure to serve the SNMA as the 2010-2011 President-Elect. Throughout the year, I have worked to expand my knowledge of our organizational infrastructure, engage our membership at regional conferences and events across the country, and lay the groundwork for the 2011-2012 Administration. During the 2010-2011 administrative year, the SNMA has continued to effect change through community empowerment, advocacy, and service. The 2011-2012 administrative year will be no different, and will continue to propel our organization to unprecedented heights; solidifying our vital role in the medical arena and community at large. We will aim to envision our organizational future, engage our membership, and empower our communities like never before." [MORE](#)

Showcase

Master it - Don't Memorize It!
 The PASS Program is unique in that it offers a completely integrated approach to the United States Medical Licensing Examination. This is the only program of its kind in the country that offers individualized one-on-one tutoring in addition to classroom instruction.

Leading FREE Medical App
 Lookup diseases & conditions, drug procedures, and more with the leading FREE medical app for physicians. Get the answers you need in seconds with on rotation or in the classroom. No subscription fees. The Medscape App is available for iPhone®, iPad®, Android™, and BlackBerry®.

Medical Degree in China for Practice in the U.S.
 Our mission is to provide U.S. students a unique learning opportunity by integrating two historical and well-established medical schools in China and the U.S. into a distinctly unique program to equip our students with all necessary qualifications needed to get matched for the U.S. residency upon graduating."

Employing physicians amidst industry change
Atlanta Business Chronicle | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 For American health care it's the 1990s all over again. Today, hospitals are racing to employ physicians to tap into lucrative referrals, while preparing for national health care reform that may shift the nation away from traditional fee for service payments. "In some ways it's exactly what happened before, but the mechanics of what is happening and the rationale for why it's happening is quite different," said Brad Guest, principal at BDC Advisors LLC. [MORE](#)

OHIO College of Osteopathic Medicine
 embracing diversity and public service

California medical students prep for program to address physician shortages
The Record | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 Orientation for the first batch of medical students began recently in a program meant to help bring medical professionals to San Joaquin Valley, Calif., by training them in the region. The first five students are part of the University of California, Merced, San Joaquin Valley Program in Medical Education, or PRIME, a collaboration with University of California, Merced and the University of California, Davis School of Medicine. [MORE](#)

@JSNMA: Medical tweets, is this our #future?
JSNMA | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 The personal, business, and educational uses of social media have impressively blossomed over the last decade. Social networking sites, such as Facebook and Twitter, are now household names despite their recent debuts. Facebook, launched in 2004, and Twitter, launched in 2006, and they have managed to either spawn their own verbs — Facebooking — or repurpose others — tweeting. Both websites began as a way to build and nurture friendships, but have evolved into great advertising tools for businesses and continue to evolve as potential enhancers to the educational process. As the tools available to diversify and expand the way education reaches students of all levels, medical school educators are learning to use these tools to their advantage. [MORE](#)

Featured Companies

Kaiser Permanente
 As a health care organization in the 21st century, we have a mission—to provide quality care for our members and their families. [MORE](#)

Child Family Health International
 Child Family Health International (CFHI) is the leading nongovernmental organization placing health science students on global health education programs in ways that are socially responsible and financially just. [MORE](#)

Health care apps under FDA scrutiny
Bloomberg News via San Francisco Chronicle | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 Health tools for smart phones that monitor blood sugar levels or work as stethoscopes may face the same scrutiny from regulators as heart stents or ultrasound machines. These mobile medical applications pose a potential risk and may have to meet Food and Drug Administration medical device quality standards before they can be sold for use with smart phones such as Apple's iPhone, according to draft guidelines issued recently. [MORE](#)

Transparency in health care matters on price, quality
The Birmingham News | [Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)
 Would you pay more for a hotel room at a one-star hotel than you would at a five-star hotel? Doubtful. But in health care, oftentimes patients receive health care services from lower quality providers that are more expensive than the same services provided by higher-quality providers. And there are also serious and widespread quality problems throughout American medicine. [MORE](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 9,600 subscribers (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



Skyscraper/Lower Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k

Lorem ipsum dolor



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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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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minimum veniam, quis, sed do eiusmod tempor incididunt sit amet. [More](#)

Featured Company Text Ad
\$2500

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



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et. [More](#)

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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SNMA PULSE, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO
MEDICAL STUDENTS ACROSS THE NATION.

SNMA Pulse 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 9,600 future medical doctors, updates keep 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.

SNMA PULSE
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN SNMA PULSE



CREDIBLE SOURCE

For almost 47 years, our members have turned to the association as the informational authority of the industry. Advertising in SNMA Pulse solidifies your place among weekly information provided to SNMA members.



TARGETED DISTRIBUTION

Advertising in SNMA Pulse 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 SNMA Pulse 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, SNMA Pulse ensures your ad will be seen every week by our 9,600 subscribers.



AFFORDABLE

Advertising in SNMA Pulse 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 SNMA Pulse 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 SNMA Pulse.



TRACK CAMPAIGN EFFECTIVENESS

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