

TMA WEEKLY HEADLINES

REACH

18,000

TEXAS MEDICAL PROFESSIONALS

EVERY WEEK

MEDIA KIT



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**TEXAS MEDICAL ASSOCIATION**  
 Physicians Caring for Texans

**Weekly Headlines**

Dec 31, 2008  
 TMA Quick Links > Home Hot Topics Governmental Affairs Practice Management Membership Legal Information

**High Court Pits FDA Approval Against States**  
 "We were all taught that if you got hurt because someone made a bad product, you could sue and that the manufacturer was responsible for the safety of the product," says David Vladeck, a professor at Georgetown Law in Washington, D.C., who has filed briefs on behalf of two former FDA commissioners. "What the drug industry wants and what the FDA is trying to give them is immunity from liability," Vladeck says. The Texas Medical Association, along with other public health groups and patient advocacy organizations, say the FDA has reversed itself under the Bush administration by supporting the theory that FDA label approval provides protection from lawsuits in state courts. [More](#)

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**Congressional Democrats Prepare To Address Medicare During Next Session**  
 From The Commonwealth Health Policy Report  
 Democratic members of Congress are "girding for a major battle" next year over potential Medicare changes, the *Wall Street Journal* reports. According to the article, regardless of whether Democratic presidential nominee Sen. Barack Obama (Ill.) or Republican presidential nominee Sen. John McCain (Ariz.) is elected next month, "pressure to act on Medicare is rising as the program grabs a growing share of the federal budget." Medicare spending totaled \$431.5 billion in 2007, almost doubling over the previous seven years, according to the trustees of the Medicare trust fund. [More](#)

**Most Uninsured Texas Children Have Working Parents**  
 From The Dallas American Business  
 Texas still has more uninsured children than any other state, and a new analysis shows that those children aren't who you might think. The majority of uninsured children in Texas — 89.5 percent — have at least one working parent, according to Families USA, a Washington-based nonprofit group that commissioned the analysis from the U.S. Census Bureau. "There's some mythology about uninsured families and uninsured children, and that mythology essentially tends to think about the uninsured being people who are looking for a handout, who are seeking welfare, when the precise opposite is true," said Ron Pollack, executive director of Families USA, which advocates making health care available to all Americans. "These are people who play by the rules. They work hard; they pay taxes." [More](#)

**PRODUCT SHOWCASE**

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**E** **U.S. Diabetes Rate Doubles in a Decade**  
 From The Associated Press via The Dallas Morning News  
 The rate of new diabetes cases nearly doubled in the United States in the last 10 years, with the highest levels in the South, the government said Thursday in its first state-by-state review of new diagnoses. The highest rate was in West Virginia, where about 13 in 1,000 adults were diagnosed with the disease. The lowest was in Minnesota, where the rate is 5 in 1,000. About 90 percent of the cases are Type 2 diabetes, the form linked to obesity. The findings echo geographic trends seen with obesity and physical inactivity, which are also tied to heart disease. Southern states rank worst in those measures, too. [More](#)

**Ending Childhood Obesity within a Generation**  
 National Dairy Council works with the support of many health professional organizations for school-based nutrition and physical fitness initiatives, such as Fuel Up to Play 60. [Learn More](#) — and read our Blog.

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**B** **F**

## ADVERTISING OPTIONS

### A LEADERBOARD

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

### B 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 CALLOUT TEXT AD

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.

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.

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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  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
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incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. **More**

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



Lorem ipsum dolor  
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. **More**

Callout 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 **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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# TMA WEEKLY HEADLINES, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE MEDICAL FIELD ALL OVER THE STATE OF TEXAS.

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 physicians, hospital administrators, clinic supervisors and other industry professionals, TMA Weekly Headlines 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.

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## RELEVANT CONTENT

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