

URGENT CARE ACCESS

REACH 10,000

URGENT CARE PROVIDERS, MEDICAL DIRECTORS
AND OTHER URGENT CARE HEALTH PROFESSIONALS

EACH 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 LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/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.

D/1 TOP/BOTTOM BANNER

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

E PRODUCT SHOWCASE

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

F FEATURED COMPANY AD

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

G TRADITIONAL TEXT AD

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

The message contains images. If you don't see images, click here to view. [Click here to view.](#)

A  The most popular charting and coding software in the urgent care industry. [Learn more](#)

Mobile version RSS Subscribe Unsubscribe Archive UCAOA.org Media Kit Dec. 14, 2011

B  UCAOA News Practice Management Patient Resources JUCH Industry News

C  Dispense Medications Directly To Your Patients.  Dispensing Solutions.  Product Showcase.  Performance metrics for urgent care.  Patient Resources.  Featured Companies.  JUCH.

D  Complimentary Industry white paper. UCAOA recently made available to new white paper: "The Case for Urgent Care." The paper was developed to bring together the results of national and regional studies to fully illustrate the role urgent care centers are currently playing in improving access to – and lowering costs of – healthcare. The study also reviews future potential roles for urgent care centers, and highlights the need to include centers in healthcare delivery reform solutions. To download your complimentary copy of the white paper please click [here](#).

D  Important AMA census. All physicians should have received a 2011 census from the AMA; there is an urgent care medicine specialty code (LCM) that can identify our industry providers. You do not need to be an AMA member to participate. Click [here](#) to access the census, or call 800-262-2011. Our recorded numbers matter immensely! [MORE](#)

E  Product Showcase.  Codonix.  DocuTap.  Xpress Charts.  Dispensing Solutions.  Performance metrics for urgent care.  Patient Resources.  Featured Companies.  JUCH.

D1  MMS.  DOWLET.  Dispensing Solutions.  Performance metrics for urgent care.  Patient Resources.  Featured Companies.  JUCH.

F  Me.MD.  Triage.  Dispensing Solutions.  Performance metrics for urgent care.  Patient Resources.  Featured Companies.  JUCH.

JUCH
JUCH call for authors
From: Lee A. Reinick, MD, editor-in-chief, JUCH, The Journal of Urgent Care Medicine
To ensure JUCH remains the voice of the discipline, we need submissions from everyday urgent care practitioners like you. Urgent care medicine is not a traditional academic discipline and there is no base of academic faculty with publishing requirements to create a pipeline of content. We do, therefore, depend on volunteers from within the urgent care community to submit clinical articles with the sole motivation being a commitment to the advancement and stability of the discipline.
I can assure you that this is a rewarding experience, and not as difficult as it might seem. Articles are not really "academic," merely organized clinical reviews covering topics familiar to all of us. For more information on topics and format, email us at editor@juch.com.

Urgent Care Access
Contact: Kristin, Vice President of Publishing, 469-420-2601
Download media kit
Christine Kralby, Content Editor, 469-420-2685
Contribute news
Did someone forward this edition to you? [Subscribe here](#) – It's free!
This edition of Urgent Care Access was sent to #Email #. To unsubscribe, [click here](#).

Presented by **MULTI BRIEFS**
7701 Lee Collins Road, Ste. 300, Irving, TX 75039

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 10,000 urgent care health professionals (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$4500

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$4000/\$3750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3000

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 nostrud
 exercitation ullamco
 laboris nisi. **More**

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

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

JAMES DeBOIS
DIRECTOR OF ADVERTISING SALES
469.420.2618
jdebois@multibriefs.com



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

Featured Company Ad
\$2500

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



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**

URGENT CARE ACCESS, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND EDUCATIONAL
INFORMATION TO PHYSICIANS, MEDICAL DIRECTORS
AND OTHER HEALTHCARE PROFESSIONALS IN THE
URGENT CARE FIELD.

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 to the inboxes of physicians, practice managers, medical directors and urgent care health providers worldwide, Urgent Care Access keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

URGENT CARE ACCESS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN URGENT CARE ACCESS:



CREDIBLE SOURCE

For 8 years, our members have turned to the association as the informational authority of the industry. Advertising in Urgent Care Access solidifies your place among weekly information provided to UCAOA members.



TARGETED DISTRIBUTION

Advertising in Urgent Care Access 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 Urgent Care Access 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, Urgent Care Access ensures your ad will be seen weekly by our 10,000 subscribers.



AFFORDABLE

Advertising in Urgent Care Access 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 Urgent Care Access 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 Urgent Care Access.



TRACK CAMPAIGN EFFECTIVENESS

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