

MEDIA KIT 2024

**WHY
ADVERTISE
WITH
US?
WE CUT
THROUGH
THE NOISE.**



MEDICAL GROUP
MANAGEMENT
ASSOCIATION

GET TO KNOW US

Founded in 1926, Medical Group Management Association (MGMA) is the nation's largest organization focused on the business of medical practice management. MGMA consists of 15,000 group medical practices ranging from small private businesses to large national health systems that represent more than 350,000 physicians.

**MGMA IS HERE
TO HELP YOU
REACH TODAY'S
MEDICAL PRACTICE
BUSINESS LEADERS
WHO NEED YOUR
PRODUCTS,
SERVICES AND
SOLUTIONS.**



OUR MISSION

**MGMA SERVES MEMBERS, CUSTOMERS AND
THE HEALTHCARE COMMUNITY AS A TRUSTED
PARTNER BY DELIVERING INSIGHTS, SOLUTIONS
AND ADVOCACY TO ACHIEVE MEDICAL
PRACTICE EXCELLENCE.**

ALREADY KNOW WHAT YOU'RE LOOKING FOR?

Click the page name you'd like to visit.

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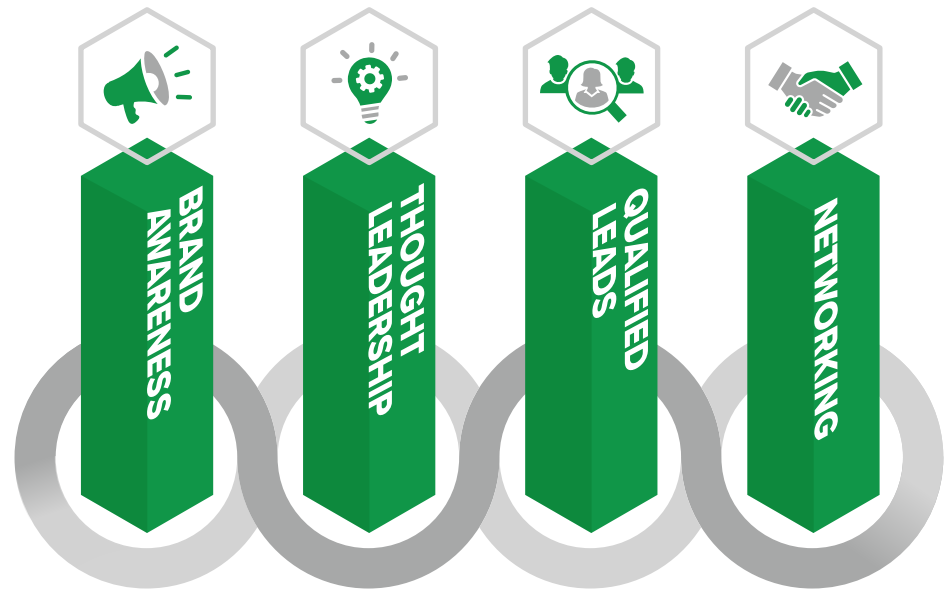
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WHY ADVERTISE WITH US? WE CUT THROUGH THE NOISE

Partner with MGMA to expand brand reach and engage with our loyal MGMA membership base. Let MGMA help find a marketing option that fits your needs and delivers the results you want. MGMA offers content marketing, digital advertising, sponsorship and exhibiting opportunities that introduce our members to your brand. Build important business relationships in the healthcare industry through effective MGMA advertising campaigns.

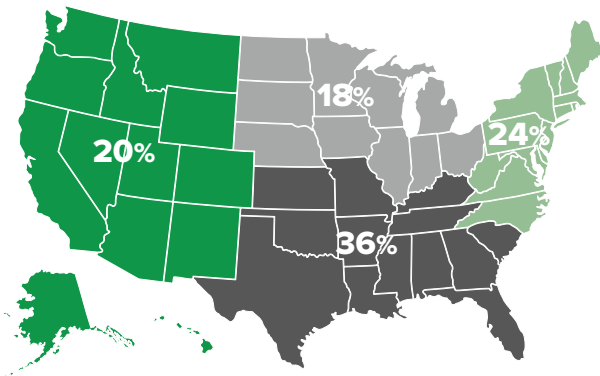
PILLARS OF SUCCESS



AUDIENCE SNAPSHOT

MGMA's audience consists of members and customers representing organizations who provide 50% of all healthcare services in America. These business professionals consist of executive leadership and procurement decision makers across multiple healthcare specialties.

59,000
MGMA Members



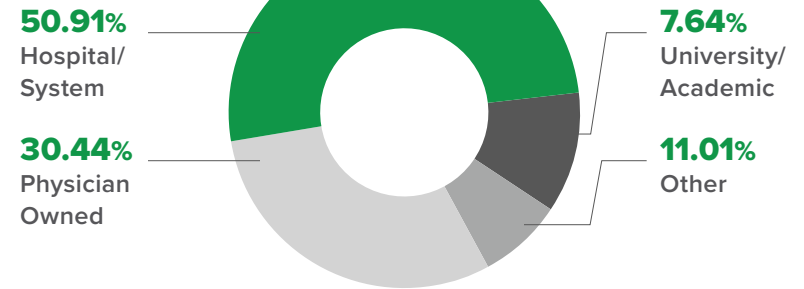
Our audience represents all healthcare segments.

TOP SPECIALTIES INCLUDE

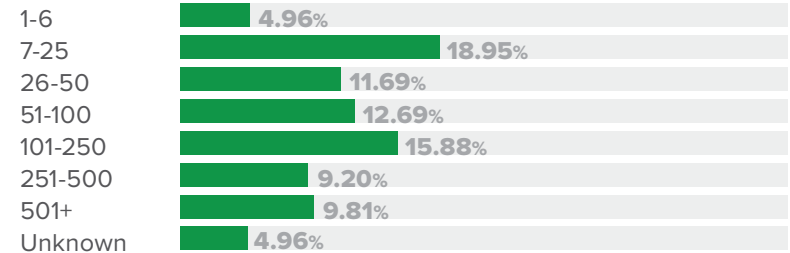
- Anesthesiology
- Cardiology
- Pediatrics
- Family Medicine
- Gastroenterology
- Hematology
- Orthopedic
- Internal Medicine
- OB/GYN
- Ophthalmology

MEMBER ORGANIZATION DEMOGRAPHICS

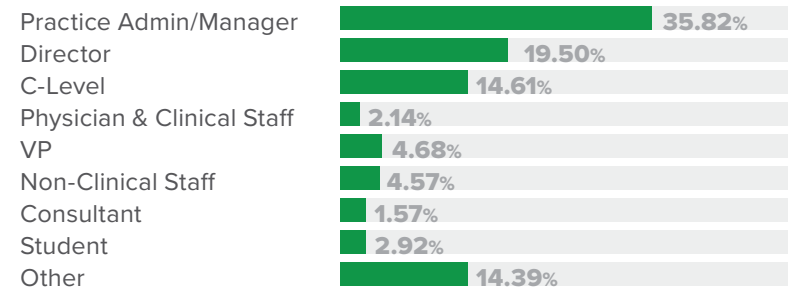
Ownership Type:



Full Time Employee (FTE) Count:



Top Job Function:





HOW YOU CAN REACH YOUR IDEAL AUDIENCE

Our audience engages with MGMA through multiple media channels. To help you connect with this captive audience, MGMA integrates your messaging across multiple channels and continuously incorporates brand awareness with your product messaging. This proven method helps stimulate lead generation over time.

And for even more punch — MGMA can push carefully orchestrated thought leadership content like downloadable white papers and guest podcast

invites to further boost customer engagement. Our comprehensive list of multi-channel integrated options offer many ways to connect with prospective buyers.

Additionally, working with MGMA opens the door to endless networking opportunities, giving you the resources to identify new customer opportunities and increase your chances of business success.



61,000+
Social Media Followers



59,000+
Connection Magazine
Subscribers



200,000+
Podcast Listens Annually



600,000+
Monthly Website Page Views



43,000+
Newsletter Subscribers



140,000+
Monthly Website Visitors

OUR PARTNERS

EXECUTIVE PARTNER

JACKSON
Physician Search

PREMIER CORPORATE MEMBERS

 **CareCredit**[®]  **Greenway**
Health[™]

 **Humana**[®]  **NUANCE**

MEMBER BENEFIT PARTNERS


MGMA
BESTPRICE


MGMA
Travel




scrubin
UNIFORMS[®]
BY STANDARD TEXTILE

SPONSORED CONTENT PACKAGES

Start a Conversation With Your Target Audience

An effective way to start a conversation with your target audience is by using different types of sponsored content across multiple channels. Content messaging will always focus on your goal — such as generating leads or expanding brand reach. MGMA marketing managers carefully integrate your branding with consistent messaging to provide a seamless experience for customers so they can easily engage with you.

Sponsored content packages meet MGMA Members where they are and lets them choose how to connect with you.

MGMA + YOU: CO-BRANDED, CO-CREATED CONTENT PACKAGE

Member Exclusive | \$49,700 Member

Leverage MGMA's brand and editorial expertise to elevate your content: Save your team's time and resources with MGMA leading content development

- Reach MGMA's audience when they digest content, delivered through a proven array of products including webinars, mgma.com, publications, social media and email communications producing quality leads
- Created content is co-owned for your use in reaching your customers, clients and prospects
- You Receive:
 - Co-branded, co-written white paper with infographic
 - MGMA.com homepage article with resource post
 - MGMA Stat data story
 - 3 MGMA Insights Rectangle Ads
 - MGMA Connection Full Page Ad
 - MGMA Insights Podcast interview
 - 1 Member eblast
 - Sponsored educational webinar

Co-written and co-created content is not offered outside of this package. Must be a Corporate Member to purchase.

SINGLE-TOPIC, MULTI-CHANNEL CONTENT PACKAGE

\$36,000 Member | \$39,900 Non-member

- Position your team's existing content in a multi-channel approach reaching MGMA's audience where they digest content across our suite of diverse platforms and publications
- Your content and expertise are delivered through a proven array of products including webinars, mgma.com, publications, social media and email communications producing quality leads
- You Receive:
 - Sponsored educational webinar
 - MGMA.com homepage article and resource post
 - 3 MGMA Insights Content Rectangle Ads
 - 1 Full Page MGMA Connection Ad
 - MGMA Insights Podcast interview with ads
 - 1 Member eblast







ADVERTORIAL BRAND PACKAGE

\$27,900 Member | \$31,100 Non-Member

Leverage your team's existing materials (promotional, advertorial or educational) through a multi-channel approach reaching MGMA members.

Raise brand awareness and promote your unique products and services throughout the year.

You receive:

- Your content pinned to the top of resource page content section for 30 days*
- Your content available on mgmacom as a resource for a minimum of 1 year*
- 6 MGMA Insights ads
- 6 MGMA Insights podcast episode ad placements
- 4 MGMA Connection full-page ads
- 2 email blasts to MGMA members

**Client must supply content*

Contact an Account Manager for a detailed plan of package inclusions.

MGMA.COM eSPONSORSHIP

MGMA.com attracts millions of visitors per year. Sponsored content on our website will help promote your brand with a highly engaged audience. Establish yourself as a thought leader in healthcare by starting conversations that elevate your brand. Our proven approach has helped countless customers and members generate leads.

TOPICS

- Government Programs
- Business Strategy
- Financial Management
- Human Resources
- Risk & Compliance
- Operations Management
- Quality & Patient Experience
- Health Information Technology
- Revenue Cycle

CONTENT TYPES

- Case Study
- Article
- Interactive Tools
(Checklists, Calculators)



MGMA SPONSORED CONTENT RATES

**Exclusive Feature:
MGMA Homepage**

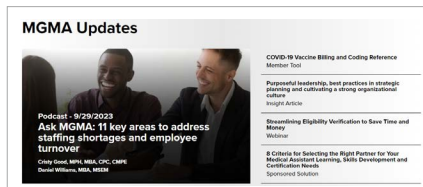


**Member Price \$5,400
+ includes three media posts**

Non-member Price \$6,400

Your content highlight is featured for 14 days under the MGMA Updates section on the MGMA.com homepage. Includes creation of an MGMA resource page that hosts your content for a minimum of a year.

Each post is 14 days, 12 per year. Includes a gated lead generation form at the client's request.

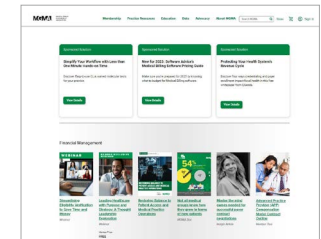


**Top Feature:
Resources Sponsored Content Post**

Member Price \$2,800

Non-member Price \$3,150

Your post is pinned for 30 days on MGMA.com Practice Resources page.



DIGITAL COMMUNICATIONS eNEWSLETTER

MGMA Insights is an email newsletter sent to more than 43,000 healthcare professionals weekly. The format combines MGMA tools, reports and podcasts, with the latest industry research, collected by our expert team. MGMA Insights provides a unique way to increase brand visibility to an engaged audience.

LEADERBOARD AD



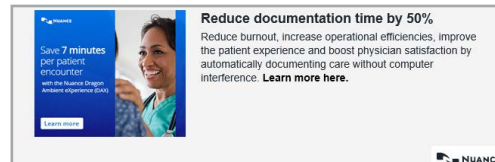
Weekly Rate

\$1,500 Member
\$1,700 Non-member

Grab the attention of more readers with a premium banner placement, positioned at the top of our eNewsletter. One ad per send.

- 600x74 pixels, linked to your URL

RECTANGLE CONTENT AD



Weekly Rate*

\$1,300 Member
\$1,500 Non-member

Found at the end of each eNewsletter section, this type of ad provides an ideal mix of call-to-action content, visual design and logo recognition to an engaged audience. Four ads per send.

- Logo: 100 pixels wide, height can vary
- Thumbnail: 200 pixels wide, height can vary, 40 characters excluding spaces
- Main copy: 250 characters excluding spaces, with a link to your URL
- Corporate Member ads receive priority placement

SQUARE AD

HEALTH IT

Practices turn to AI to reduce physician email time

As some organizations charge for patient messages as e-visits, technology being used to automate some responses (**KFF Health News**) | Healthcare orgs increasing IT investments (**Healthcare Finance**) | Guarding against the risks of AI use (**Modern Healthcare, subscription required**) | HHS updates tool to help mitigate potential risks to electronic PHI (**AHA**)



Weekly Rate*

\$900 Member
\$1,000 Non-member

Eye-catching square banners stand out from text-only editorial copy by adding a unique visual element to your message. Two ads per send.

- 175 x 175 pixels, linked to your URL

**Multiple insertion discount will apply if more than 4 weeks is secured on a single contract/IO*

SUBSCRIBE TO THE eNEWSLETTER HERE

EMAIL BLASTS AND DIRECT MAIL



ONE TIME LIST RATES

Full MGMA Audience (More than 120,000 individuals):

\$5,900 Member | \$7,950 Non-member

Full List of MGMA Members (Approximately 30,000 individuals):

\$4,950 Member | \$6,375 Non-member

**Segmented List Based on State, Medical Specialty,
Ownership Type and FTE Physician Count**

(Size varies based on segment and cannot exceed 10,000 individuals):

\$2,400 Member | \$3,200 Non-member

Note: MGMA does not release email or phone information



Corporate Members both save significantly and have the ability to utilize the seal on their messages, thus strengthening your brand awareness campaign.



MGMA CONNECTION MEMBER PUBLICATION

PRINT AND DIGITAL ADVERTISING

Build powerful brand awareness that influences, inspires and endures by advertising in our award-winning flagship publication, MGMA Connection. Published quarterly and delivered in print and digital format to all MGMA Members, this publication brings Members in-depth industry coverage. Rated as one of the most important Member benefits, MGMA Connection generates high performance ad receptivity with actively engaged medical practice leaders. Position your brand. Publish your content. Ads are priced per page as outlined and may be any combination of a branded ad and/or a written advertorial.



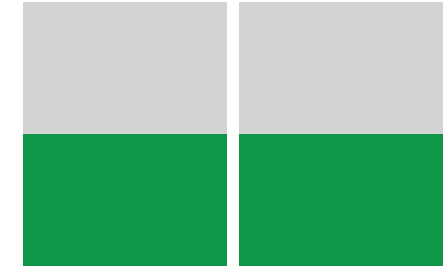
Two Page Spread

16.75" wide x 10.875" high



Half Page Spread

16.75" wide x 4.75" high



Full Page

8.25" wide x 10.875" high



Half Page

7.312" wide x 4.75" high



Advertiser to supply:

- High resolution ad sizes above
- Choice of 30-second audio pitch, 60-second video or link to white paper

MGMA Connection Issues

Ad Insertion

Materials Deadline

January 2024 <i>Plus Bonus Spring Conference Distribution</i>	Nov. 22, 2023	Dec. 8, 2023
April 2024	March 1, 2024	March 15, 2024
July 2024	June 3, 2024	June 21, 2024
October 2024 <i>Plus Bonus Leaders Conference Distribution</i>	August 30, 2024	Sept. 11, 2024

PRICING CHART

	One Issue Member	One Issue Non-member	4 Consecutive Issues Member	4 Consecutive Issues Non-member
Full Page Ad	\$3,200	\$4,000	\$8,600 (\$2,150 per issue)	\$12,000 (\$3,000 per issue)
Two Page Spread	\$4,750	\$6,000	\$11,400 (\$2,850 per issue)	\$16,000 (\$4,000 per issue)
Half Page	\$2,600	\$3,000	\$7,900 (\$1,950 per issue)	\$10,000 (\$2,500 per issue)
Half Page Spread	\$4,000	\$5,000	\$10,800 (\$2,700 per issue)	\$15,000 (\$3,750 per issue)
Special Placements Available to Corporate Members	Per-insertion Premium			
Back Cover	15%			
Inside Front Cover	10%			
Inside Back Cover	10%			


17,800 digital copy page views after two months of publication



CORPORATE MEMBERS ARE ENCOURAGED TO USE THEIR SEAL

SHOWCASING AFFILIATION WITH THE ASSOCIATION ON ADVERTISEMENTS. IN ADDITION, THEY RECEIVE PRIORITY PLACEMENT WITHIN THE PUBLICATION.

PODCASTS

MGMA produces a weekly podcast featuring medical group practice trending topics. All MGMA Insights podcasts combined total over 200,000 listens annually. Individual podcast episodes average 650 listens in their first month. Each podcast episode is available for download on our hosting platforms.

View our podcast channels by clicking below:



SPONSORED PODCAST INTERVIEW



Member \$5,000

Non-member \$6,500

Podcast interviews build brand awareness and add gravitas to your team's expert messaging through an interview conducted by a trusted MGMA editor. Your sponsored interview episode includes your 30-second ad read by the host at the start and conclusion of the episode.

PODCAST ADVERTISING



Member \$1,200

Non-member \$1,550

Your 30-second ad is read by the host during three episodes of the MGMA Insights podcast. A maximum of two ads are read per episode.

Increase the audience for your podcast ad! Podcast advertisers receive additional discounts on MGMA Connection and MGMA Insights newsletter advertisements to re-purpose your 30-second audio ad (if contracted together).





SPEAKING OPPORTUNITIES

WHY SPEAK?

MGMA WANTS YOU TO SHARE YOUR EXPERTISE WITH THE INDUSTRY. POSITION YOUR COMPANY AS A TRUSTED PARTNER, GENERATE LEADS AND DRIVE CONTINUED INNOVATION IN HEALTHCARE BY PRESENTING AN EDUCATIONAL SESSION ON AN UPCOMING WEBINAR, SEMINAR, CONFERENCE OR DIGITAL EVENT.

SPONSORED WEBINARS

Our stand-alone webinars are held throughout the year, averaging 150-200 attendees.

- Your content, your expertise: Educational and informational are permitted
- Webinars are available as both a live broadcast and on-demand recording
- Full production and promotional support
- A post-list of webinar registrants is provided to use via direct mail or email follow-up*

**Your list of registered attendees and contact information is capped at 150.*

BASE WEBINAR FEE



Member \$15,000

Non-member \$16,500

Drive leads with your content and pay based on your success. through this cost-per-lead (CPL) model, your risk is lowered with MGMA experts who serve as your agency.

- Base webinar fee includes up to 220 registrants and their lead contact information
- Acquire over 220 registrants? Option to purchase additional leads at \$80/lead



MULTI-DAY ONLINE EVENT MGMA SUMMIT

Held digitally early 2024, MGMA Summit is a multi-day online educational event with an anticipated audience of 2,500, including MGMA members from the largest health systems in the U.S. Capture their CEUs and bring credibility to your organization.

If your target market is large practices or health systems, this is the ideal placement for your company!

Option 1: 50-minute Educational Session

Use this 50-minute live presentation to present valuable intel on a hot topic discussion, new research findings or best practices in healthcare management.



Member \$9,500
Non-member \$12,000

Option 2: 10-minute Solution Spotlight Sponsor

Highlight product features with a demo, present your latest case study or new research findings. Bring focus to your solution and get real-time feedback from decision-makers. Speak with an account manager for pricing.

See page 22 for in-person events with speaking opportunities.



Member \$6,750
Non-member \$8,750

SPONSORED EDUCATIONAL SEMINAR



Member \$26,000
Non-member \$30,000

Leverage MGMA expertise to add to the validity of your sponsored session. Seminars last 3-4 hours on the topic selected* by the Sponsor. This deep dive teaches attendees how to assess and implement process improvements through the aid of your organization.

- Sponsorship recognition on promotional messages, emails, communications and banner image of conference platform
- 30-60 minute educational session to open the seminar
- Leads list of all registered attendees
- Web page linking to educational information

**From the list of available topics. MGMA limits each topic to being presented once per calendar year.*

EVENT MARKETING

The Conference Series offers exhibiting, sponsoring and advertising opportunities that introduce you to powerful gatekeepers at medical group practices. Partner with MGMA and we'll help you create relationships fostering successful business development. Spark conversation around your product or service at one of our face-to-face events in fall or spring. In addition to exhibits, branding and traffic driving opportunities, we offer sponsored speaking opportunities for lead generation.

UPCOMING EVENTS

MGMA Focus | Financial Conference

April 2024 | San Diego, California

MGMA Focus | Operations Conference

June 2024 | Chicago, Illinois

Leaders Conference

October 2024 | Denver, Colorado



MARQUEE EVENT PATRON

CAPTURE YEAR-ROUND EXPOSURE AT ALL MGMA MULTI-DAY, FACE-TO-FACE AND DIGITAL EVENTS FOR THE YEAR, REGARDLESS OF YOUR ATTENDANCE.



MAKE A LASTING IMPRESSION

Have your brand featured to all attendees before, during and after each event. You'll be included throughout MGMA messaging and have exclusive exposure to the most impactful opportunities surrounding each event.

EXPANDED LEAD GENERATION

Marquee Event Patrons are the only corporate supporters given full access to event attendee contact lists to ensure you don't miss a single prospect. Whether or not you attend the event, you will receive a complete report of all attendees. This includes physical address, email address (for those who don't opt out), organizational demographics and individual demographics for each event.

RESEARCH OPPORTUNITIES

Gain valuable market insights from event attendee via a focus or discussion group, access the MGMA VIP roundtable discussion and have special opportunities for your staff and customers to attend all events.

DISCOUNTS AND EXCLUSIVE EXPOSURE OPPORTUNITIES

Receive an exclusive discount code to offer your clients and prospects for each event. You also get an additional 10% discount off the Corporate Member rate of any additional event sponsorships. Get exclusive large brand exposure ads and sponsorships, additional fees apply.

ENHANCED EXPOSURE

Feature your new products, product releases, booth giveaways, press releases, company information, latest content/research etc.



\$32,500
Premier Corporate Member



\$37,500
Corporate Member

Must be an MGMA Corporate Member, Premier Corporate Member or Executive Partner to participate. Limited to 15 patrons per year.

CORPORATE MEMBERSHIP

THE POWER OF ASSOCIATION

MGMA's audience looks for the Corporate Member seal when selecting new vendor partners. Our members know organizations in this exclusive group are relevant to their healthcare practice, trusted resources and interested in deeper relationships beyond a quick sale. **Become a recognized vendor partner who provider organizations can trust.**

“WHEN YOU CHOOSE THE RIGHT INDUSTRY ASSOCIATIONS FOR YOUR COMPANY, THERE'S A HALO EFFECT, BECAUSE CUSTOMERS PERCEIVE YOUR BUSINESS AS ESTABLISHED AND TRUSTWORTHY. YOUR CREDIBILITY IS ENHANCED BY AFFILIATION. BY SUPPORTING YOUR INDUSTRY, YOU'RE AMPLIFYING YOUR BUSINESS.” – FORBES



YOUR MGMA CORPORATE MEMBERSHIP:

In addition to the customer affinity your membership and use of the Corporate Member Seal provide, Corporate Members receive:

- Member pricing and enhanced benefits on all marketing opportunities with national MGMA. Opportunities include:
 - Presale access to exhibit booths, sponsorships, advertising etc.
 - Advertisement priority placement
 - Additional badges at conferences where exhibiting/sponsoring
- Company profile page included in the MGMA Partner Solutions Directory: the first stop when our members and customers shop for new vendor partners
- Member access for 5 individuals at your organization to:
 - Connect with over 50,000 healthcare professionals through the MGMA Member Community to exchange ideas and share resources
 - Remain current in the latest healthcare industry news and developments via education, publications, content and certification
 - Receive focused regulatory updates keeping you up to speed on the latest in healthcare legislation through MGMA Government Affairs

PREMIER CORPORATE MEMBERS AND MGMA EXECUTIVE PARTNERS RECEIVE ENHANCED VISIBILITY AND YEAR-ROUND EXPOSURE. CONTACT US TO LEARN MORE ABOUT THE VARIOUS LEVELS OF CORPORATE ENGAGEMENT

CONTACT US

YOUR ACCOUNT MANAGEMENT TEAM

Susan Paulin Schubert

Sr. Manager, Corporate Relations
spschubert@mgma.com
303.397.7874

Lindsey Meredith

Account Manager
lmeredith@mgma.com
303.397.7873

NEW TO MGMA?

Erin Stark

National Sales Manager
estark@mgma.com
303.397.7871

Doug Collier

National Sales Manager
dcollier@mgma.com
303.397.7872