



## Official Magazine of the Medical Professional Liability Community

### Information for Advertisers

- ***Inside Medical Liability*** is the flagship magazine of the Medical Professional Liability Association (MPL Association). The magazine is distributed to a select nationwide readership of more than 3,000 leaders in the medical professional liability insurance industry. C-suite executives, including CEOs, COOs, and CFOs, as well as senior managers of claims, finance, underwriting, marketing, risk management, patient safety, IT, human resources, as well as defense attorneys and corporate counsel, and many others rely on ***Inside Medical Liability*** as a prime source of information for making key purchasing decisions.
- ***Inside Medical Liability*** is the **leading industry-wide authoritative source** of information on medical professional liability insurance issues, public policy, technology, research, and trends. MPL Association member companies turn to ***Inside Medical Liability*** for information they can trust.
- Readers of ***Inside Medical Liability*** are active MPL Association members, widely recognized as the leaders in management for their industry. In a recent survey, readers said that they relied on ***Inside Medical Liability*** for comprehensive coverage of the key developments in the industry.
- The only choice for reaching your target market efficiently and effectively: ***Inside Medical Liability***.
- Questions? Please contact:

#### **Advertising**

Eric R. Anderson  
Vice President of Marketing and Communications  
2275 Research Blvd., Suite 250  
Rockville, MD 20850  
301.947.9000, ext. 212  
eanderson@MPLassociation.org

#### **Editorial**

Dana Murphy  
Editor  
2275 Research Blvd., Suite 250  
Rockville, MD 20850  
dmurphy@MPLassociation.org

# ***Inside Medical Liability*** **Publishing Schedule and Rates**

## **PUBLISHING SCHEDULE**

*Inside Medical Liability* is published quarterly and is distributed on or about the following dates:

- First quarter – February 22
- Second quarter – May 17
- Third quarter – August 28
- Fourth quarter – November 8

## **INSERTION ORDERS**

Space reservations are due six weeks preceding the issue date. See attached insertion form for full instructions.

## **ADVERTISING MATERIALS**

All advertising materials are due three weeks prior to the issue date. Publisher assumes that materials supplied for first insertion order will be picked up for use in subsequent issues, unless publisher is informed about submission of new materials six weeks prior to publication of the next issue.

## **PAYMENT**

All payments for advertisements are due within 15 days of receipt of invoice.

## **MECHANICAL REQUIREMENTS**

Two-page spread (bleed):	w 17" x h 11", plus 1/8" on all four sides
Two-page spread (no bleed):	w 15.5" x h 9.75"
Full (bleed):	w 8.5" x h 11", plus 1/8" on all four sides
Full (no bleed):	w 7" x h 9.75"
2/3 vertical:	w 4.618" x h 9.75"
1/2 horizontal:	w 7" x h 4.722"
1/2 vertical:	w 3.437" x h 9.75"
1/3 square:	w 4.618" x h 4.722"
1/3 vertical:	w 2.234" x h 9.75"
1/4:	w 3.417" x h 4.722"
1/6 vertical:	w 2.234" x h 4.722"

## **PRINTING SPECIFICATIONS**

Printing:	Offset
Binding:	Saddle-stitched
Line Screen:	133 - 150
Four Color:	Color proof supplied, if requested, at the expense of the advertiser.

## **FILE FORMATS ACCEPTED**

Preferred file format is high-resolution PDF print file. Other acceptable file formats include: Photoshop JPEG or EPS or Illustrator JPEG or EPS (for Illustrator files, fonts must be changed to outline within file). Ads must be submitted at a minimum of 300 dpi at same full size to be printed. All color ads to be set for four-color process—CMYK. Do not submit ads produced in Microsoft Word or other word processing programs. All color proofs (current, full size) should be submitted separately via U.S. mail. Please submit all advertisements via e-mail to Eric Anderson at eanderson@MPLassociation.org or on CD-Rom via U.S. mail to: MPL Association, Attn: Communications Department, 2275 Research Blvd., Suite 250, Rockville, MD 20850. Files may be zipped or stuffed if desired. For questions, please call Eric Anderson 301.947.9000, ext. 212.

12/6/18

## ***Inside Medical Liability*** **Advertising Guidelines**

- 1) Advertising shall be accepted only for products or services that have potential direct benefit for MPL Association members and do not violate the Association's policies, including antitrust. Advertisers and their advertising agencies are liable for the content of all advertising material appearing in the magazine, and assume responsibility for any related claims arising against ***Inside Medical Liability***.
- 2)
  - a) **For Regular/International/Industry Associate Members** – Advertising for these organizations is restricted to products and services that are NOT primary insurance products. Examples of qualifying products and services include risk management products and services and IT products or services. The eligibility of products or services offered by a subsidiary or affiliate of a regular member will be made on a case-by-case basis.
  - b) **For Affiliate Partners** – Advertising from affiliate partners is generally accepted, subject to the approval of PIAA.
  - c) **For Non-members** – Non-members are prohibited from advertising primary insurance products or services that compete with those offered by the MPL Association's insurer members. In general, the MPL Association also does not accept advertising from non-member companies for products or services that compete with those offered by the MPL Association itself, such as risk management and other relevant educational services or workshop events.
- 3) Publisher reserves the right to insert the word “advertisement” on any insertion that may possibly be construed as editorial. The MPL Association will not accept any advertisement that advocates any position adverse to the official positions of the Association.
- 4) Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.
- 5) Advertisers will be informed of any required rate changes a minimum of one issue in advance of the effective change date.
- 6) Publisher will inform advertiser if proposed ad materials violate any of the rules listed above at least one week prior to publication of each quarterly issue.

12/6/18

## *Inside Medical Liability* 2019 Advertising Deadlines <sup>1</sup>

<b>Quarter</b>	<b>Ad Space Reservation Deadline</b>	<b>Artwork Submission Deadline</b>	<b>Target Delivery Date <sup>1</sup></b>
First	January 11, 2019	February 1, 2019	February 22, 2019
Second <sup>2</sup>	March 1, 2019	March 22, 2019	April 26, 2019 (Ship date to 2019 MPL Association Conference in Portland; magazine mails on 5/17/19.)
Third	July 5, 2019	July 24, 2019	August 28, 2019
Fourth	September 20, 2019	October 4, 2019	November 8, 2019

<sup>1</sup> Advertising deadlines and target delivery date are subject to change. The MPL Association is not responsible for any negative effects resulting from a change in the magazine delivery date.

<sup>2</sup> In addition to being mailed to all MPL Association members, the second quarter issue of *Inside Medical Liability* will be distributed at the 2019 MPL Association Conference in Portland, Oregon. The advertising deadlines for this issue have been moved up by four weeks to accommodate the time required for shipping to the meeting site.

***Inside Medical Liability***  
**Advertising Rates**

<b>Four-Color Advertisement</b>				
	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Center Spread	\$ 4,600	\$ 4,280	\$ 3,970	\$ 3,700
Spread	\$ 4,380	\$ 4,200	\$ 3,910	\$ 3,630
Cover 2, 3, or 4	\$ 3,970	\$ 3,700	\$ 3,420	\$ 3,180
Full Page	\$ 3,020	\$ 2,720	\$ 2,560	\$ 2,400
2/3 Page	\$ 2,400	\$ 2,240	\$ 2,060	\$ 1,900
1/2 Page	\$ 2,000	\$ 1,860	\$ 1,725	\$ 1,620
1/3 Page	\$ 1,600	\$ 1,500	\$ 1,380	\$ 1,290
1/4 Page	\$ 1,450	\$ 1,370	\$ 1,260	\$ 1,170
1/6 Page	\$ 1,320	\$ 1,210	\$ 1,110	\$ 1,030
<b>Black and White Advertisement</b>				
	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Center Spread	\$ 3,670	\$ 3,420	\$ 3,175	\$ 2,950
Spread	\$ 3,350	\$ 3,110	\$ 2,910	\$ 2,700
Cover 2, 3, or 4	\$ 3,020	\$ 2,820	\$ 2,640	\$ 2,400
Full Page	\$ 2,710	\$ 2,520	\$ 2,360	\$ 2,175
2/3 Page	\$ 2,070	\$ 1,940	\$ 1,810	\$ 1,680
1/2 Page	\$ 1,760	\$ 1,630	\$ 1,530	\$ 1,420
1/3 Page	\$ 1,440	\$ 1,340	\$ 1,240	\$ 1,170
1/4 Page	\$ 1,320	\$ 1,215	\$ 1,130	\$ 1,050
1/6 Page	\$ 1,170	\$ 1,075	\$ 1,000	\$ 920

*Note:*

- Prices listed for all ad sizes are ***per insertion***.
- For guaranteed position, please add 25%.
- Rates are not subject to agency commission or discount.
- Inserts or cards, please contact Eric Anderson.

12/6/18

# Inside Medical Liability Insertion Order Form

Please complete the following form and return it to the MPL Association Communications Department (attention Eric Anderson) by fax at 301.947.9090 or by e-mail at eanderson@MPLassociation.org. You can also mail the form to: MPL Association Communications Department, 2275 Research Blvd., Suite 250, Rockville, MD 20850.

## Advertiser Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country/Region: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

## Advertisement Specifications

Issue Start Date: \_\_\_\_\_

**Color:**       Black and White       Four Color

**Size:**       Center Spread       Spread       Cover 2, 3, or 4

Full Page       2/3 Page       1/2 Page

1/3 Page       1/4 Page       1/6 Page

**Insertions:**     1X       2X       3X       4X

**Artwork:**     New       Pickup (please provide issue date: \_\_\_\_\_)

## Payment Information

Method:       Check Enclosed       Credit Card       Bill Me Later

Credit Card Type:     Amex       Visa       Mastercard

Total Submitted: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

# *Inside Medical Liability* 2019 Editorial Calendar\*

	<u>Ad Space Reservation Deadline</u>	<u>Artwork Submission Deadline</u>	<u>Article Submission Deadline</u>
<b>First Quarter</b> <ul style="list-style-type: none"> <li>• Claims Experience</li> <li>• Coverage of Employed Physicians</li> <li>• Risk Management</li> <li>• Patient Safety</li> <li>• Agent/Broker Services</li> </ul>	January 11, 2019	February 1, 2019	December 14, 2018
<b>Second Quarter</b> <i>(MPL Association Conference Issue)</i> <ul style="list-style-type: none"> <li>• New Investment Vehicles</li> <li>• Loss Reserves</li> <li>• MPL Industry Financial Update</li> <li>• Market Cycles</li> <li>• Defense Strategies</li> <li>• Structured Settlements</li> </ul>	March 1, 2019	March 22, 2019	February 8, 2019
<b>Third Quarter</b> <ul style="list-style-type: none"> <li>• Pricing Models</li> <li>• Fixed-Income Investments</li> <li>• Risk Simulation</li> <li>• Trends in Claims Handling</li> <li>• International MPL/Risk Issues</li> </ul>	July 12, 2019	August 2, 2019	June 14, 2019
<b>Fourth Quarter</b> <ul style="list-style-type: none"> <li>• Reinsurance</li> <li>• Software/Hardware Solutions</li> <li>• Alternative Markets</li> <li>• Litigation Management</li> <li>• Risk Transfer Strategies</li> <li>• Working with Auditors and Regulators</li> </ul>	September 27, 2019	October 18, 2019	September 13, 2019

**ALSO...in every issue:**

- Case and Comment. *Defense attorneys analyze emerging trends in defending MPL cases.*
- Toolkit. *Technology experts point out what's newest and most valuable for the MPL sector.*
- Data Sharing Project. *An update on findings from the MPL Association's claims database.*
- Legislative Update. *Insight on federal legislative activity and its impact on MPL.*

\*Quarterly issue content subject to change.

12/6/18