



## 2019 Banner Display Media Kit

Medical Professional Liability Association (MPL Association) Newsbriefs is a weekly electronic newsletter delivered directly to the in-boxes of the decision-makers within MPL Association member companies, every Friday. This e-Newsletter offers a unique combination of visibility for your brand, and direct response, through prominent banner ad placement and a direct link to your website.

MPL Association Newsbriefs is the best vehicle for obtaining maximum visibility within your target audience: senior-level executives and other professionals in the MPL insurance sector.

### Newsbriefs Content

MPL Association Newsbriefs is the only e-Newsletter dedicated solely to the MPL industry. Every week, Newsbriefs provides summaries of the key national, international, industry, and state MPL-related issues and topics, including links to the original source for each story. Newsbriefs also includes a section that covers the latest MPL Association member news.

### Distribution

MPL Association Newsbriefs is issued once per week (distributed on Fridays) to a select list of more than 2,000 professionals who do business in the MPL arena. Newsbriefs recipients include C-suite executives, directors, and professionals, in all of the functional areas within an MPL enterprise. These functional areas include claims, risk management, underwriting, marketing and sales, finance, information technology, human resources, and more. Note: The day of distribution may occasionally change due to holidays or other MPL Association events. Recipients say they depend on Newsbriefs, to keep them current on the full scope of what's happening in MPL.

### Banner Ads Available

There are banner ads available in each issue: top, middle one, middle two, and anchor. All banners are 680 x 90 pixels and will click through to a designated URL. (See the attached diagram for placement options.)

### Banner Ad Specifications

Banners must be submitted as static, high-resolution .gif, .jpg, or .png files. Note: rich-media ads (HTML, Flash, etc.) are not acceptable. Advertisers must provide the web address (URL) to which they want their banner ad linked. Please note that only one URL will be accepted.

### Sample Issue

For a sample issue of MPL Association Newsbriefs, please e-mail Cassie Knapp at [cknapp@MPLassociation.org](mailto:cknapp@MPLassociation.org).

## MPL Association Newsbriefs Banner Ad Rates

### Top (680 x 90 pixels)

Duration of Contract	Affiliate Partner Rate per Week	Non-Affiliate Partner Rate per Week
4 weeks	\$280	\$480
8 weeks	\$270	\$470
12 weeks	\$260	\$460

### Middle 1 (680 x 90 pixels)

Duration of Contract	Affiliate Partner Rate per Week	Non-Affiliate Partner Rate per Week
4 weeks	\$250	\$450
8 weeks	\$240	\$440
12 weeks	\$230	\$430

### Middle 2 (680 x 90 pixels)

Duration of Contract	Affiliate Partner Rate per Week	Non-Affiliate Partner Rate per Week
4 weeks	\$250	\$450
8 weeks	\$240	\$440
12 weeks	\$230	\$430

### Anchor (680 x 90 pixels)

Duration of Contract	Affiliate Partner Rate per Week	Non-Affiliate Partner Rate per Week
4 weeks	\$250	\$450
8 weeks	\$240	\$440
12 weeks	Included with Top	\$430

### Banner Submission

MPL Association Newsbriefs banner ads must be submitted at least three days in advance of placement. A valid MPL Association Newsbriefs Banner Ad Contractual Order Form must be received by the MPL Association not later than 10 business days prior to the insertion date. Please send ads and order forms to [eanderson@MPLassociation.org](mailto:eanderson@MPLassociation.org).

### Questions

For questions, contact Eric Anderson at 301.947.9000, ext. 212 or [eanderson@MPLassociation.org](mailto:eanderson@MPLassociation.org).

**2019 MPL Association Newsbriefs Banner Ad Contractual Order Form**

Company/Organization: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

**Billing Information (if different from above)**

Street Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_

**Insertion Order Description**

<b>Top:</b>	<input type="checkbox"/> 4 weeks	<input type="checkbox"/> 8 weeks	<input type="checkbox"/> 12 weeks
<b>Middle 1:</b>	<input type="checkbox"/> 4 weeks	<input type="checkbox"/> 8 weeks	<input type="checkbox"/> 12 weeks
<b>Middle 2:</b>	<input type="checkbox"/> 4 weeks	<input type="checkbox"/> 8 weeks	<input type="checkbox"/> 12 weeks
<b>Anchor:</b>	<input type="checkbox"/> 4 weeks	<input type="checkbox"/> 8 weeks	<input type="checkbox"/> 12 weeks
<b>Affiliate Partner:</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

Click-thru URL: \_\_\_\_\_  
Ad Placement Start Date: \_\_\_\_\_  
Authorized by: \_\_\_\_\_  
Date: \_\_\_\_\_  
Authorizing Signature: \_\_\_\_\_

**Payment Information**

Check Enclosed (*make payable to the MPL Association*)  
 Visa       Mastercard       American Express  
 Send Me an Invoice

Amount Due: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Return completed application with payment to:**

MPL Association  
Attn: Communications Department  
2275 Research Blvd., Suite 250  
Rockville, MD 20850