



# MEDFAX

Every Monday Morning since 1993

WEEKLY COVERAGE OF NEWS, LAWS, REGULATION, AND LITIGATION AFFECTING MINNESOTA'S HEALTH CARE INDUSTRY

IN BRIEF

## NEWS you need to know...

THE WEEK'S TOP STORIES

### 2018 SPONSORSHIP RATES AND READERSHIP INFORMATION

- Minnesota's weekly e-mail health care business newsletter
- Published every Monday morning throughout the year
- Three sponsorship available in each edition per week
- Breaking news on hospitals, medical groups and health systems; updates on health care litigation, legislation and regulation
- Subscription-based circulation

### SPONSORSHIP RATES

FREQUENCY	4x	13x	26x	51x
PAGE ONE	\$1,180/295 wk	\$3,575/275 wk	\$6,630/255 wk	\$11,475/225 wk
PAGE TWO	\$980/245 wk	\$2,925/225 wk	\$5,330/205 wk	\$8,925/175 wk

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### READERSHIP INFORMATION

**READERSHIP PROFILE:** Comprised of executive level health care professional in Minnesota hospitals, health systems, medical groups, managed care companies, financial service firms and allied health care industries.

**JOB TITLES:** CEOs, Presidents, CFOs, Executive V.P.s, Senior Vice Presidents, Controllers, Medical Directors, Directors, Administrators, Partners, Attorneys, C.P.A.s

**REGIONAL CIRCULATION:** 500 executive-level health care professionals per week. 2,000 cumulative circulation over a four-month period.

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