

2019 RATE CARD

MEDICAL SERVICES DIRECTORY



An A-Z Guide to the Minnesota Medical Business

Target the Minnesota health care market all year round with the 2019 Medical Services Directory from Minnesota Physician Publishing, Inc., the publisher of medical business periodicals.

The directory will be mailed in April 2019 to 17,000 readers of Minnesota Physician. It will include updated listings of thousands of organizations that provide products and services to physicians, administrators, and health care executives throughout Minnesota.

Here is a partial list of categories in the 2019 Medical Service Directory:

- Accounting ▪ Architecture ▪ Assisted Living ▪ Billing & Reimbursement ▪ Clinics
- Computer Consulting ▪ Home Health Care ▪ Hospitals ▪ Laboratory Services
- Law Firms ▪ Long-Term Care ▪ Managed Care ▪ Medical Equipment/Supplies
- Medical Office Building Construction ▪ Practice Management ▪ Professional Liability
- Real Estate Leasing ▪ Rehab/Physical Therapy ▪ Transcription

2019 Directory Advertising rates

AD SIZE	AD DEMENSIONS	10% DISCOUNT before 12.31.18	FULL RATE after 1.1.19
Covers	w 7¼" x h 10½"*	\$4477	\$3630
Full page	w 5¾" x h 8½"	\$3300	\$2035
½ page horizontal	w 5¾" x h 4¼"	\$1850	\$2035
½ page vertical	w 2¾" x h 8¼"	\$1850	\$1150
¼ page	w 2¾" x h 4¼"	\$1025	\$1375

* includes 4-color process

- Advertising deadlines: February 18, 2019
- Publication date: March 24, 2019
1. Guaranteed placement is 10% extra.
 2. Spot color is a \$200 additional charge. Four-color is a \$600 additional charge.
 3. Directory advertising must be prepaid.
 4. Advertisers must abide by the terms and conditions listed on the Minnesota Physician rate card.

FREE DIRECTORY LISTING

Your company can receive a FREE listing in the 2019 Medical Service Directory published by Minnesota Physician Publishing, Inc.

Fill out the form at mppub.com by January 30, 2018, or email amarlow@mppub.com

Full list of categories

- Accounting
- Alternative care
- Architecture
- Assisted living
- Audiology
- Behavioral health services
- Benefits planning
- Billing
- Clinics
- Continuing professional development
- County medical societies
- Financial services
- Government – Federal, State and Local
- Home health care
- Hospices
- Hospitals
- Interior design
- Internet services
- Laboratory services
- Law firms
- Long-term care
- Managed care
- Marketing and communications
- Medical equipment/supplies
- Medical office bldg. construction
- Organizations
- Personnel services
- Practice management
- Professional liability
- Real estate consulting and leasing
- Recruitment services
- Rehab/physical therapy
- Transcription
- Translation services
- Transportation

To reserve your space in the 2019 Medical Service Directory, call **612-728-8600**

