2024 Advertising

Website Advertising:
- Monthly run-of-site advertising on NHMS.org
- Page views per month: approximately 4000
- Leaderboard – 468 px(w) x 60 px(h): $300 per month
- Vertical Banner – 300 px(w) x 250 px(h): $300 per month

EMAIL MARKETING
The Pulse
- Weekly electronic member-only newsletter that provides timely information about NHMS issues and priorities, upcoming events, and NH Physicians in the news. **Published every Wednesday.**
- Circulation: 2000+/-
- Link to company website/landing page featured in newsletter – limited to 3 - leaderboard 600 px(w) x 75px(h)
  - 1 month: $350
  - 3 months $775
  - 6 months $1500
  - 12 months $2250

The Legislative Pulse
- Weekly electronic update of **legislative action,** published during the legislative session (January to June). **Published every Friday.**
- Circulation: 2000 +/-
- Link to company website/landing page featured in newsletter – limited to 3 – leaderboard 600 px(w) x 75px(h)
  - 1 month: $350
  - 3 months: $750
  - 6 months: $1500

PRINT PUBLICATION
NH Physician Magazine (Quarterly)
- Quarter page advertisement (3.625" x 4.75”):
  - 1 publication: $375, all 4 publications: $1000
- Half page advertisement (7.5” x 4.75”):
  - 1 publication: $600, all 4 publications: $1725
- Full page advertisement (7” x 10”)
  - 1 publication: $900 all 4 publications: $2500

WEBINAR SPONSORSHIPS
NH Medical Society hosts informative webinars throughout the year. Topics may cover education, public health, or advocacy. This opportunity provides a platform for your company to reach your choice of a broad or targeted audience and provide information on a topic you find beneficial to NH Medical Society members. Sponsorships include a marketing campaign through our e-newsletters leading up to the event, your company logo on the event page, as well as verbal recognition during the webinar. **Total cost for Webinar opportunity *$2000.***