

MHPA'S INDUSTRY NEWSBRIEF

REACH

3,800

MEDICAID HEALTH PLAN PROFESSIONALS

SEMI WEEKLY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the MHPA's Industry NewsBrief website interface. At the top, there is a 'block vision' banner (A) with a woman's face and text about vision care. Below the masthead, there are several article teasers: 'Florida's Medicaid managed care ready to move forward' (B), 'The Right Benefits' (D), 'FDA Approves New Diabetes Drug' (D), 'Executive Leadership Series - Spring 2011 Summit' (E), 'US Chamber looks to fix, not repeal Obamacare' (F), and 'Considering Medicaid expansion for your state? Read this study' (E). On the right side, there are vertical banners: 'Human Arc' (C), 'Your risk is a unique combination of factors...' (C/1), and 'TMG Health' (G). At the bottom, there is a 'FIRST RECOVERY' banner (D/1) and 'Obamacare decisions roll states' (F). The page includes navigation links, social media icons, and a 'READ MORE' button for each article.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 26 emails to 3,800 Medicaid health plan professionals (one 90 day cycle)



Leaderboard
\$4400

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$4000

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3750/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3750/\$3500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3600

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 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

TOM CRIST

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tcrist@multiview.com



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Featured Company Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$1900

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

THE MHPA'S INDUSTRY NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN MEDICAID HEALTH PLAN INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of Medicaid health plan professionals, the MHPA's Industry Newsbrief keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the Medicaid health plan industry.

MHPA'S INDUSTRY NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN MHPA's INDUSTRY NEWSBRIEF:



CREDIBLE SOURCE

For over 16 years, our members have turned to the association as the informational authority of the industry. Advertising in MHPA's Industry Newsbrief solidifies your place among weekly information provided to MHPA members.



TARGETED DISTRIBUTION

Advertising in MHPA's Industry Newsbrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to MHPA's Industry Newsbrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, MHPA's Industry Newsbrief ensures your ad will be seen weekly by our 3,800 subscribers.



AFFORDABLE

Advertising in MHPA's Industry Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of MHPA's Industry Newsbrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in MHPA's Industry Newsbrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response