



*Practice Focus* Electronic Newsletter  
**Advertising Application**

**2017 Publication Schedule**

<i>Practice Focus</i> Issue	Deadline for advertising	Publication date
Spring	March 17, 2017	March 31, 2017
Summer	June 16, 2017	June 30, 2017
Fall	September 15, 2017	September 29, 2017
Winter	December 1, 2017	December 15, 2017

Full Color Advertising Specifications: Full Page Live Area: 7.5" W x 9.75" H  
 ½ Page Live Area: 7.5" W x 4.75" H OR 3.5" W x 9.75" H  
 ¼ Page Live Area: 3.5" W x 4.75" H

We hereby apply for full color advertising space in the Michigan Medical Group Management Association’s quarterly newsletter, *Practice Focus*. We understand that upon acceptance of this application by MMGMA, a contract consisting of this application, all terms incorporated by reference herein, and the advertising space assignment will be in full force and effect. Advertising space will be assigned on a first-come, first-serve basis. Placement of our ad within the newsletter is at the sole discretion of MMGMA. MMGMA reserves the right to refuse to accept advertising that it believes is not in the best interest of its membership. Receipt of payment does not guarantee that advertising space is available or will be assigned.

**PLEASE TYPE OR PRINT CLEARLY**

Advertising Company: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Please pay my **2017 Membership Dues (\$149)**

**Advertising Space Purchased (Indicate Your Choice of Ad Package):**

\_\_\_\_\_ MEMBER \_\_\_\_\_ NON MEMBER

- Premium Package** (includes all four 2017 editions):
 

___ Full Page	\$4,050	\$4,500
___ ½ Page	\$2,025	\$2,250
___ ¼ Page	\$1,012	\$1,125
  
- Silver Package** (pick two): \_\_\_ Spring \_\_\_ Summer \_\_\_ Fall \_\_\_ Winter
 

___ Full Page	\$2,295	\$2,550
___ ½ Page	\$1,148	\$1,275
___ ¼ Page	\$576	\$640
  
- Basic Package** (pick one): \_\_\_ Spring \_\_\_ Summer \_\_\_ Fall \_\_\_ Winter
 

___ Full Page	\$1,350	\$1,500
___ ½ Page	\$675	\$750
___ ¼ Page	\$338	\$375

SUB TOTAL: \$ \_\_\_\_\_



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MEMBER NON MEMBER

Web Advertising:

Table with 3 columns: Item, MEMBER, NON MEMBER. Rows include Banner (\$4,900/\$5,000), Ad (\$1,900/\$2,000), and Webinar Sponsor (\$400/\$500).

SUB TOTAL: \$

SUB TOTAL FROM PAGE 1: \$

TOTAL: \$

Payment method: Check/Money Order VISA MasterCard American Express Discover

Credit card number: Exp. Date: CVS Code:

Name of authorized cardholder (please print):

Cardholder's billing address (Street Address, City, State, Zip):

Send completed form with credit card or check made payable to MMGMA by:

Mail 2123 University Park Drive, Suite 100, Okemos, MI 48864; Fax 517-708-7250; Email mlarre@mimgma.org

All ads for consideration must be Khekler@mimgma.org. Only after verbal acceptance of your advertising application has been given will a credit card charge be processed or a check deposited.

If you have any questions: Please contact Kelly Hekler at 517-253-8036 or via e-mail khekler@mimgma.org. MMGMA reserves the right to change/cancel fees and advertising levels/benefits at any time.