



Print Media

2021 MEDIA PLANNER



AUDIENCE

GPJ is distributed to physician executives, physicians, and administrators at medical groups with 10 or more physicians, IPAs, ACOs, and integrated healthcare delivery systems nationwide.

ESTABLISHED

1951, current volume number: 70

STAFF

Editor-in-Chief

Tom Flatt

Advertising

M. J. Mrvica Associates, Inc.

CIRCULATION

75,000

ISSUANCE

Frequency: 6 times annually

EARNED RATES

Total units in a 12-month period determine frequency rates

AGENCY DISCOUNTS

15%

SPLIT RUNS

Available for additional cost. Split run production costs are non-commissionable.

INSERTS

Allowed.

GROUP PRACTICE JOURNAL (GPJ) addresses the vital business information needs of the medical group industry with practical, timely articles about everything from implementing best practices to negotiating risk-based contracts to building successful integrated healthcare delivery systems. Written by physician leaders and industry professionals, GPJ is a publication of AMGA—the national organization dedicated to addressing all issues affecting medical groups, physician-owned and -managed IPAs, ACOs, and integrated healthcare delivery systems.

PUBLISHER

AMGA

One Prince Street
Alexandria, VA
22314-3318
703.838.0033
amga.org

ADVERTISING SALES

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2 West Taunton Avenue, Berlin, NJ 08009
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CLOSING CALENDAR

Issue mails on the 15th of the second month of each issue. For instance, the January/February issue mails on February 15.

ISSUE	SPACE CLOSING	AD MATERIALS DEADLINE
January/February	1/8/21	1/15/21
March/April	3/4/21	3/11/21
May/June	5/6/21	5/13/21
July/August	7/9/21	7/16/21
September/October	9/2/21	9/10/21
November/December	11/2/21	11/9/21

Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.



BONUS DISTRIBUTION OPPORTUNITIES

Jan/Feb	AMGA 2021 Annual Conference
May/June	AMGA Industry Partner Directory
July/Aug	AMGA Innovation, Leadership & Quality Conference
Sept/Oct	MGMA's Annual Conference

COLOR RATES

	1X	3X	6X	10X	18X
Full Page	\$7,710	\$7,430	\$7,130	\$6,315	\$5,750
2/3 Page	\$6,750	\$6,495	\$6,265	\$5,565	\$5,070
½ Page	\$5,455	\$5,245	\$5,060	\$4,960	\$4,545
1/3 Page	\$4,640	\$4,485	\$4,330	\$3,920	\$3,610
¼ Page	\$3,670	\$3,590	\$3,465	\$3,175	\$2,970

ADVERTISING MATERIAL SPECIFICATIONS

The following information should be included with every submission:

1. Advertiser name/agency name
2. Artist contact phone number or email
3. SWOP compliance match printproof

PREFERRED

Press-ready Hi-Res Adobe PDF distilled from postscript. Embed all fonts and images. PMS colors must be changed to CMYK. All images for ads should be 300 dpi. Image files should be .tiff or .eps. Select all printer marks and bleeds should be set to 0.125 inches.

SENDING FILES

Electronically via email to LKlepitch@glcdelivers.com. Email attachments are limited to 10 MB. Dropbox® is also supported. Other options are available for files over 10 MB, call or email Linda Klepitch at 847.205.3030 or LKlepitch@glcdelivers.com for information.

COLOR ADS

A SWOP-certified contract level proof is required for color guidance on the press. If a SWOP certified proof is not supplied, *Group Practice Journal* cannot guarantee the color reproduction of your ad.

MAIL COLOR PROOF TO

LSC Communications—Liberty, MO Facility
3401 Heartland Dr, Liberty, MO 64068
Attn: Tracy Beck

INSERTS AND BUSINESS REPLY CARD REQUIREMENTS

All furnished inserts should be cleared through the Art Director before the insert specifications are finalized. Contact Linda Klepitch at 847.205.3030 or LKlepitch@glcdelivers.com for information.

MECHANICAL SPECIFICATION

(width x height) Perfect Bound Binding

	Non-Bleed	Bleed*
Spread	15.25" x 10"	16.25" x 10.875"
Full Page	7" x 10"	8.125" x 10.875"
2/3 Page H	7" x 6.625"	8.125" x 6.625"
2/3 Page V	4.25" x 10"	4" x 10.875"
1/2 Page H	7" x 5"	8.125" x 5.25"
1/2 Page V	3.25" x 10"	4" x 10.875"
1/3 Page H	7" x 3.375"	8.125" x 3.25"
1/3 Page V	2.25" x 10"	2.75" x 10.875"
1/4 Page	3.25" x 5"	4.125" x 5.25"

Trim Size 8.125" x 10.875", *Add 0.125" for bleeds

SHIPPING INFORMATION FOR INSERTS AND BUSINESS REPLY CARDS

LSC Communications—Liberty, MO Facility
3401 Heartland Dr, Liberty, MO 64068
Attn: Tracy Beck
Phone: 816.792.6320
Email: Tracy.J.Beck@lsc.com

CONTRACTS AND INSERTION ORDERS

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NEWSLETTERS

Inside AMGA

Inside AMGA is delivered to more than 11,000 readers monthly and contains news about the association, member medical group activities, and news from AMGA Corporate Partners.

AMGA Advocacy Enews

AMGA Advocacy ENews is delivered to more than 11,000 readers weekly and contains updates of policy, politics, legislation, regulations, and private sector developments affecting medical groups and organized systems of care.

AMGA WEBSITE

August 1, 2019 – July 31, 2020

- Page views: 1,168,260 (unique page views: 605,050)
- Average visit duration: 1:43

WEBSITE ADVERTISING SPACE

Must supply **both** ad sizes:

**Skyscraper 160w X 600h AND
Medium Rectangle 300w X 250h**

for viewability across all platforms: desktop computers, tablets, and mobile devices.

Impressions	Fee
6,000	\$1,000
10,000	\$1,650
20,000	\$3,200

All ads link to the advertiser's homepage or designated url.

ONLINE SPECIFICATIONS

All files must be in .GIF or .JPG format

FOR WEBSITE

Skyscraper & Medium Rectangle File Size:
5mb or smaller
Animation is allowable

FOR ENEWSLETTERS

Leaderboards File Size: 5mb or smaller
Skyscrapers File Size: 5mb or smaller
Animation is not allowable

SUBMISSION

All materials must be submitted to
Mark Mrvica at markmrvica@mrvica.com
and copied to **support@amga.org**.

SPONSORED CONTENT: WHITE PAPERS

AMGA can present your success stories to a targeted audience of senior executives and physician leaders at medical groups and integrated delivery systems actively seeking the latest information on proven products and services in the healthcare market.

- **A link to your white paper is posted on AMGA's website**, rotating position with two others, for three months (white papers must be approved by AMGA prior to posting).
- Sponsored white paper links are featured on AMGA's website **on over 70 pages**, including the Home Page, Membership Section, Education and Meetings Section, and Publications and Digital Media Section.
- Your white paper is promoted to **12,000 industry leaders** in two separate AMGA monthly enewsletters: *Inside AMGA*, which features association and member news, and *Featured New Resources* (name TBD), which focuses on promoting new content and resources available through AMGA.
- **Your white paper also is promoted on social media platforms:** LinkedIn each month, Twitter twice each month.
- If you are an **AMGA Corporate Partner**, you get the added benefit of **a link to your white paper from your company Profile** on amga.org.

In addition to promoting market leadership, this program will provide direct access to our exclusive audience of senior level physicians and executives while generating valuable qualified leads.

Cost: \$8,250 for a three-month listing

SPECIFICATIONS

- White paper must be submitted as a PDF file for review.
- Client will provide image (1,000 x 600) and text for posting. Headline is 60 characters, with another 30 characters for a source or additional text.
- Client will provide a URL to the lead generation form on client's website, where AMGA members may complete a form and download the promised white paper. Any lead generation form will reside on the client website. AMGA can provide a tracking pixel to be placed on the confirmation/thank-you page of client's site to enable client to measure and report on leads captured from the program.