



CAREER  
**MD**



## **CAREER INSIGHTS MD**

**THE MEDICAL STUDENT'S GUIDE TO RESIDENCIES**

Include your program, organization, or opportunity in this popular annual publication for medical students

# ABOUT CAREER INSIGHTS MD

THE MEDICAL STUDENT'S GUIDE TO RESIDENCIES

## THANK YOU FOR YOUR INTEREST IN CAREER INSIGHTS MD!

**C**AREER INSIGHTS MD, The Medical Student's Guide to Residencies, is an annual publication distributed free-of-charge to every medical school (both allopathic and osteopathic) in the U.S. in the fall. More than 21,000 copies of the guide are distributed to medical school deans and career placement officers, who then make them available to their current third-year medical students.

**For residency programs,** CAREER INSIGHTS MD is a cost-effective way to communicate information about your program to a large and diverse audience of prospective applicants. Even if your program has its own website or recruiting brochure, participation in CAREER INSIGHTS MD will further raise your program's profile among thousands of medical students. The guide is designed to provide students with in-depth qualitative information about each program, not just facts and figures. Residency descriptions are presented in standardized formats that enable students to make apples-to-apples comparisons of programs.

**For specialty associations,** participation in CAREER INSIGHTS MD is an effective way to demonstrate

your organization's support for new physicians. Reach prospective future members as they are making key career decisions and are most receptive to learning about future specialty and subspecialty training opportunities. Publish a description to outline your association's goals and the resources you provide. Highlight special membership offers you may have for physicians-in-training.

**For clerkships,** summer opportunities, and other student programs, advertising your opportunity in CAREER INSIGHTS MD will allow you to reach medical students who are seeking to enhance their medical education with hands-on internships or travel opportunities. Reach prospective applicants with an affordable display advertisement.

### ADVERTISING OPTIONS

We offer two options for advertising in CAREER INSIGHTS MD:

- ▶ **Descriptive Advertisements**  
Descriptive advertisements offer maximum space for detailed descriptions of your program or association. Descriptive ads conform to a standardized format and are

designed for you by our production & design team. Simply send us your text description (plus an optional logo and optional headshot), and we will create the ad for you.

### ▶ Display Advertisements

Display advertisements offer complete freedom of choice of format. Display ads are an ideal option if your goal is to "spread the word" about your organization and increase awareness among prospective applicants or members rather than to advertise a specific opportunity.

### ABOUT CAREERMD

Founded in 1996, headquartered in New York's Silicon Alley, and operating at the intersection of healthcare and technology, CareerMD is re-inventing the way physicians explore careers in medicine. Through our website, our extensive portfolio of publications (both digital and print), and our series of networking events hosted across the country, CareerMD provides up-to-date information on thousands of opportunities for physicians and empowers them in their search for a meaningful career in medicine.

“

Not only has Career Insights proven enormously popular with students, it has provided a valuable windfall of ideas for their career aspirations.”

- A MEDICAL SCHOOL DEAN

### ▶ SUBMISSION DEADLINE IS FALL 2016 FOR PUBLICATION IN WINTER 2016.

Please contact us for specific deadlines.

DOWNLOAD PAST EDITIONS ONLINE AT

[www.careermd.com/careerinsightsmd.aspx](http://www.careermd.com/careerinsightsmd.aspx)



# ADVERTISING OPTIONS & RATE PRICING

## DESCRIPTIVE ADVERTISEMENTS

Designed for you by the CareerMD Design Team

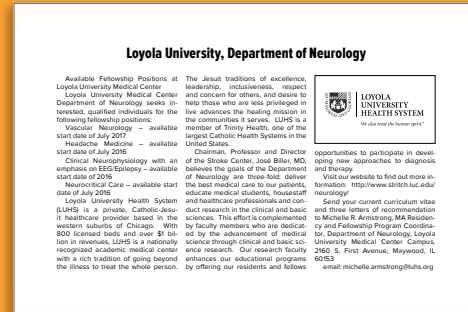
- ▶ Descriptive advertisements offer maximum space for detailed descriptions of programs and associations
- ▶ Standardized format enables medical students to make apples-to-apples comparisons of programs and opportunities
- ▶ Descriptive advertisements are offered in three sizes:

### Quarter page Descriptive Ad: \$395

Accommodates a text description of up to 225 words

### Half page Descriptive Ad: \$695

Accommodates a text description of up to 300 words; Institution/Association Logo or Photo of Program Director; Rotation Schedule



← SAMPLE HALF PAGE DESCRIPTIVE AD

### Full page Descriptive Ad: \$1,250

Accommodates a text description of up to 600 words; Institution/Association Logo or Photo of Program Director; Rotation Schedule; 5 Key Facts about program or association

## DISPLAY ADVERTISEMENTS

Designed by you, in the format of your choice

- ▶ Affordable display advertising enables you to get your organization name and identity in front of thousands of medical students
- ▶ All interior-page display ads are black-and-white only

### Quarter page Display Ad: \$750

Half page Display Ad: \$1,500

Full page Display Ad: \$1,950

- ▶ Cover ads are full page, full color and will be sold on a first come, first served basis.

Inside Front Cover: \$3,200

Inside Back Cover: \$2,900

Back Cover: \$4,500

- ▶ CareerMD suggests the following specifications for display ads but can accommodate artwork of any size:

#### 1. Full page:

7 1/8" x 9 7/8"

#### 2. 1/2 page (horizontal):

7 1/8" x 4 3/4"

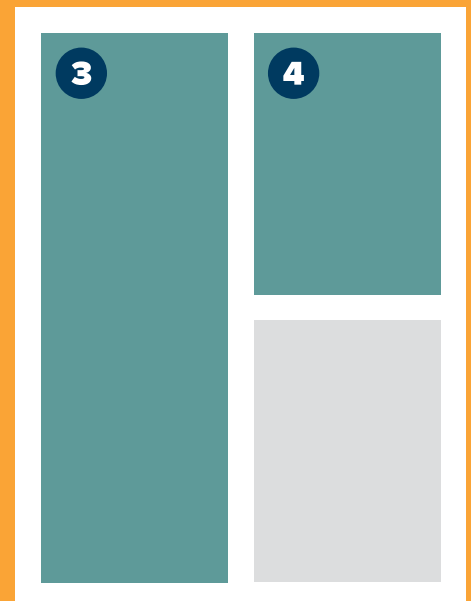
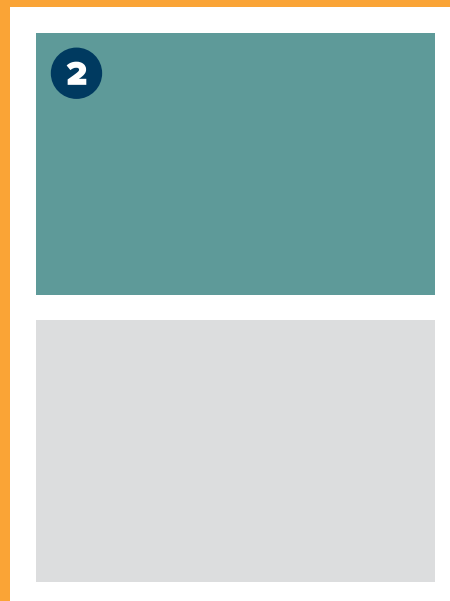
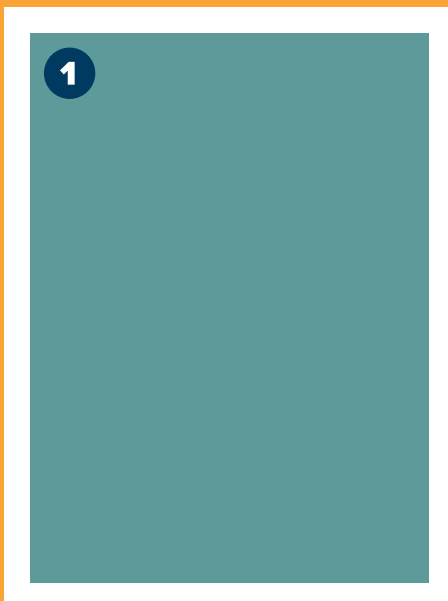
#### 3. 1/2 page (vertical):

3 1/2" x 9"

#### 4. 1/4 page:

3 1/2" x 4 3/4"

- ▶ Acceptable Digital Formats: PDF, EPS (min. 300 dpi), TIF (min. 800 dpi, 1200 dpi pref.)



# FEATURED ADVERTISERS IN PAST EDITIONS OF CAREER INSIGHTS MD

- ▶ Academy of Clinical Laboratory Physicians and Scientists
- ▶ Advocate Lutheran General Hospital/Advocate Lutheran Children's Hospital
- ▶ Akron General Medical Center
- ▶ Alaska Family Medicine Residency
- ▶ American Academy of Orthopaedic Surgeons
- ▶ American Academy of Physical Medicine and Rehabilitation
- ▶ The American Association for the Surgery of Trauma
- ▶ American Association of Blood Banks
- ▶ American College of Physicians
- ▶ American College of Surgeons
- ▶ American Diabetes Association
- ▶ The American Headache Society
- ▶ American Pediatric Society
- ▶ American Psychiatric Association
- ▶ American Society of Echocardiography
- ▶ American Urological Association, Inc.
- ▶ The Armed Forces Institute of Pathology
- ▶ Association for Molecular Pathology
- ▶ Association of American Medical Colleges
- ▶ Banner Good Samaritan Medical Center
- ▶ Baptist Health System, Inc.
- ▶ Barberton Family Practice
- ▶ Bay Regional Medical Center
- ▶ Baylor College of Medicine
- ▶ Baystate Medical Center
- ▶ Berkshire Medical Center
- ▶ Brown University/Rhode Island Hospital
- ▶ Carilion Health System
- ▶ Carolinas Medical Center
- ▶ Case Western Reserve University at Children's Hospital Metro Health Medical Center
- ▶ Child Family Health International
- ▶ Christiana Care
- ▶ Cox Family Medicine Residency
- ▶ Cuyahoga Falls General Hospital
- ▶ Detroit Medical Center/Wayne State University
- ▶ The Doctor Job
- ▶ Doctors Hospital
- ▶ Durant Family Medicine Clinic
- ▶ East Tennessee State University
- ▶ Emory University
- ▶ Florida Hospital-East Orlando
- ▶ Floyd Family Medicine Residency
- ▶ Genesys Regional Medical Center
- ▶ Georgetown University Hospital/Washington Hospital Center
- ▶ The Gerontological Society of America
- ▶ Grand Rapids Medical Education & Research Center
- ▶ Greenville Hospital System
- ▶ Griffin Hospital
- ▶ Hamot Medical Center
- ▶ Henry Ford Hospital
- ▶ Huron Hospital
- ▶ In His Image
- ▶ The Institute of Living/Hartford Hospital
- ▶ The Intersociety Council for Pathology Information
- ▶ Inova Fairfax Hospital
- ▶ Johns Hopkins Bloomberg School of Public Health
- ▶ Kingman Regional Medical Center
- ▶ La Crosse Family-Mayo Family Medicine Residency
- ▶ Lahey Clinic
- ▶ Lankenau Hospital
- ▶ Lehigh Valley Health Network
- ▶ Lehigh Valley Hospital
- ▶ Long Island Jewish Medical Center/Zucker Hillside Hospital, The Long Island Campus for the Albert Einstein College of Medicine
- ▶ Louisiana State University of Medicine
- ▶ Maine Medical Center
- ▶ Maricopa Integrated Health System/Maricopa Medical Center
- ▶ McGaw Medical Center of Northwestern University Program
- ▶ McGraw-Hill
- ▶ Medical College of Wisconsin
- ▶ Meharry Medical College Family Medicine Residency
- ▶ Mercer University School of Medicine
- ▶ Mercy/Mayo Family Medicine Residency
- ▶ Michigan State University Kalamazoo Center for Medical Studies
- ▶ Mount Sinai School of Medicine
- ▶ National Board of Medical Examiners Society for Vascular Surgery
- ▶ New York College of Osteopathic Medicine & The Nassau University Medical Center
- ▶ New York Hospital Medical Center of Queens/Cornell University Medical College
- ▶ New York-Presbyterian Hospital (Cornell Campus)
- ▶ New York University School of Medicine
- ▶ The North American Spine Society
- ▶ North Shore-Long Island Jewish Health System
- ▶ Oakwood Hospital and Medical Center
- ▶ Oakwood Southshore Medical Center
- ▶ Oregon Health & Science University
- ▶ Osteopathic Internal Medicine Internship & Residency Program
- ▶ Pacific Hospital of Long Beach
- ▶ Palm Beach County Public Health Unit
- ▶ Pinnacle Health Hospital
- ▶ Providence St. Peter Hospital
- ▶ Riverside Methodist Hospital
- ▶ Roger Williams Medical Center
- ▶ Saint Joseph Regional Medical Center
- ▶ Society of Toxicologic Pathology
- ▶ Southern Illinois University
- ▶ Spartanburg Family Medicine Residency
- ▶ St. Elizabeth's Medical Center
- ▶ St. Francis Hospital & Health Centers
- ▶ St. Joseph Medical Center
- ▶ St. Joseph Mercy-Oakland
- ▶ St. Joseph Osteopathic Family Practice Residency
- ▶ St. Joseph's Hospital & Children's Health Center
- ▶ St. Luke's Hospital
- ▶ Stanford University
- ▶ Summa Health System
- ▶ SUNY Upstate Medical University
- ▶ Texas Tech University Health Sciences Center at Amarillo
- ▶ Tulane/Ochsner Pediatric Residency Program
- ▶ Union Hospital Family Medicine Residency
- ▶ University of Arizona
- ▶ University of Buffalo Graduate Medical Dental Education
- ▶ University of Colorado at Denver & Health Sciences Center Occupational & Environmental Residency Program
- ▶ University of Connecticut
- ▶ University of Florida
- ▶ University of Massachusetts Medical School
- ▶ University of Massachusetts Worcester Family Medicine Residency
- ▶ University of Michigan
- ▶ University of Mississippi Medical Center
- ▶ University of Missouri-Kansas City School of Medicine
- ▶ University of New England
- ▶ University of Oklahoma
- ▶ University of Pennsylvania
- ▶ University of Pittsburgh Medical Center Medical Education Program
- ▶ University of Rochester Medical Center
- ▶ University of South Carolina/Palmetto Health
- ▶ University of South Florida
- ▶ University of Southern California
- ▶ University of Tennessee College of Medicine
- ▶ University of Texas Medical Branch
- ▶ University of Utah
- ▶ University of Vermont College of Medicine Department of Orthopaedics & Rehabilitation
- ▶ University of Virginia
- ▶ UPMC St. Margaret Family Practice Residency Program
- ▶ Upstate Medical University
- ▶ Vanderbilt University
- ▶ Warren Hospital Family Practice Residency
- ▶ Westchester General Hospital
- ▶ Wheeling Hospital Family Medicine Residency
- ▶ Winthrop-University Hospital
- ▶ Yale-New Haven Medical Center
- ▶ York Hospital



# CAREER INSIGHTS MD Submission Form

**INSTRUCTIONS:** Please select/type information into the gray boxes on this form. Fax the completed form to CareerMD.com at (800) 355-2277 or email it to Penelope Carpenter at PCarpenter@CareerMD.com. **QUESTIONS? Call Penelope at (646) 558-3269.**

## SIGN UP FOR THE UPCOMING 2016-2017 EDITION

### CAREER INSIGHTS MD

Distributed to every medical school (both allopathic and osteopathic) in the U.S. in the fall.

**Submission Deadline:** Fall 2016

**Publication/Distribution Date:** Winter 2016

## TYPE AND SIZE OF AD (See media kit for details on ad specifications)

DESCRIPTIVE	1/4 Page Descriptive: \$395	1/2 Page Descriptive: \$695	Full Page Descriptive: \$1,250
<b>DISPLAY (INTERIOR)</b> Black-and-white only	1/4 Page Display: \$750	1/2 Page Display: \$1,500	Full Page Display: \$1,950
<b>DISPLAY (COVER)</b> Full color	Inside Front Cover: \$3,200	Inside Back Cover: \$2,900	Back Cover: \$4,500

## SUBMISSION CONTACT (Individual responsible for corresponding with CareerMD about this ad)

NAME: \_\_\_\_\_ ORGANIZATION NAME: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

## BILLING CONTACT (Individual responsible for payment — complete only if different from above)

NAME: \_\_\_\_\_ ORGANIZATION NAME: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

## PAYMENT OPTIONS (Choose one)

### 1. CHARGE TO CREDIT CARD

CARD TYPE:                    MasterCard                    Visa                    American Express                    Discover

CARD NUMBER:

NAME ON CARD:

CARD EXPIRATION DATE:

CARD BILLING ADDRESS:

CARD VERIFICATION CODE:

FAX NUMBER TO WHICH WE MAY FAX YOUR CREDIT CARD RECEIPT:

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### 2. EMAIL INVOICE

NAME OF INDIVIDUAL TO WHOM INVOICE SHOULD BE EMAILED:

EMAIL ADDRESS:

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### 3. MAIL INVOICE

NAME OF INDIVIDUAL TO WHOM INVOICE SHOULD BE MAILED:

MAILING ADDRESS:

## AUTHORIZATION & AGREEMENT TO TERMS

**Your signature below indicates your agreement to the following terms and conditions:**

Please proofread your submission carefully. Your submission will be considered final, and will be published exactly as you submit it. Proofs will only be provided upon specific request. Revisions to submissions will be subject to a \$25 charge per revision. Our liability is limited to the cost of the actual product.

YOUR NAME & TITLE:

SIGNATURE:

DATE: