



AMERICAN ASSOCIATION  
OF MEDICAL ASSISTANTS®

Advertising & Exhibiting  
Opportunities



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# Audience



## Audience

Medical assistants are versatile members of the health care delivery team. They work primarily in outpatient (ambulatory) care settings, such as managed care facilities, medical practices, and clinics. Most members of the American Association of Medical Assistants have achieved the prestigious CMA (AAMA) credential.

For more information about the medical assisting audience, see the *Occupational Analysis of the CMA (AAMA)*, which reports the results of a comprehensive AAMA survey of what CMAs (AAMA) identified as their responsibilities.

The AAMA offers a variety of ways to communicate with, and advertise to, this quickly expanding segment of the health care delivery team:

- **CMA Today**  
(bimonthly print publication)
- **List Rentals**
- **AAMA e-Update**  
(monthly e-newsletter)
- **Annual Conference Advertising**  
(print program)
- **Annual Conference Exhibiting**

## Contact Information

### List Rentals

List Rental Manager:  
ListRental@aama-ntl.org

### Annual Conference Exhibiting

Conference Director:  
Conference@aama-ntl.org

### CMA Today (print publication)

Ad Manager:  
CMAToday@aama-ntl.org

### Other

Contact the Ad Manager at  
MarCom@aama-ntl.org for the  
following advertising opportunities:

- **AAMA e-Update** (e-newsletter)
- **Annual Conference Advertising** (print program)

# Magazine Advertising

## CMA Today Ad Rates and Specs

### Distribution and reach

**Circulation:** 28,000+

**Readership:** 40,000

**Frequency:** Bimonthly (six times a year)

**Audience:** Members of the American Association of Medical Assistants (AAMA)

## Advertising rates

All advertising submissions must be in compliance with AAMA Ad Policies. Ad space in *CMA Today* is limited, and is available on a first-come, first-served basis.

Ad size	1X	3X	6X
Full page	\$1,000	\$950	\$925
Two-thirds page	900	850	825
One-half page	725	675	650
One-third page	650	600	575
One-quarter page	500	450	425
One-sixth page	350	300	275
Inside back cover	ad cost + 10%	ad cost + 10%	ad cost + 10%
Back cover	\$1,300	\$1,235	\$1,200

- No additional charge for four-color ads.
- To qualify for the multiple insertion rates, a signed contract must be drawn up in advance, with the insertion dates and ad size specified. If the contract is broken, single rates will be retroactively billed.
- Only full-page ads are accepted for cover positions.

## Commissions

Fifteen (15) percent of gross billing allowed to recognized agencies if paid within 30 days of invoice.

## Bleeds

No charge.

## Position

Guaranteed positions (other than cover positions) are an additional 10 percent on space rates.

## Preapproval

An advertisement that makes reference to the CMA (AAMA) Certification Exam, a medical assisting program, or a non-medical assisting program, must be pre-approved by the AAMA Executive Office. We reserve the right to reject any ad that has not been preapproved. Email [CMAToday@aama-ntl.org](mailto:CMAToday@aama-ntl.org) for ad approval.

## Mechanical Specifications

Ad Size	Width	Depth
Full Page	7-1/2"	10"
Two-thirds	4-5/8"	9"
One-half	7"	4-3/4"
One-third	2-3/16"	9"
One-quarter	4-5/8"	3-1/2"
One-sixth	2-3/16"	4-1/4"

**Trim Size:** 8-3/8" x 10-7/8"

**Bleeds:** Exceed trim size by: 1/8" around, 3/16" bottom trim.

**Required Format:** Only these electronic documents are acceptable:

- PDF
- JPEG

**PDF Preparation:** PDFs and JPEGs must be a high-resolution image (300 dpi, 150 line screen) and, for PDFs, all fonts must be embedded in the document.

**Return Policy:** Ad materials will be returned only upon written request. Materials will be kept for 12 months after publication, after which time they will be discarded.

## Payment Policy

**Payment:** Advertisers and advertising agencies are jointly responsible for payment of all insertions. The AAMA will invoice the advertising agency or advertiser immediately after publication and will send two copies of the publication as proof of insertion. Payment must be received within 30 days of invoice date.

**Cancellations:** Cancellations or changes must be received by the AAMA, in

writing, 30 days prior to the month of issue; cancellations received after that deadline will be billed in full for space.

## Closing Dates

**Insertion Orders:** Due by the 15th of the month two months preceding the first month of issue.

**Mechanicals:** Due the last day of the month two months preceding the first month of issue.

Issue	Insertion Orders Due	Mechanicals Due
Jan/Feb	11/15	11/30
Mar/Apr	1/15	1/31
May/June	3/15	3/31
July/Aug	5/15	5/31
Sept/Oct	7/15	7/31
Nov/Dec	9/15	9/30

**Late Orders/Mechanicals:** If insertion orders and/or mechanicals are not received by deadline, advertising may not be published for that issue. Verbal confirmations are not accepted. Previous ads will be repeated if new artwork is not received by the published materials closing date.

## CMA Today Special Theme Issues

**Jan/Feb:** Conference review and list of exhibitors

**Mar/Apr:** Conference preview

**Sep/Oct:** Medical Assistants Recognition Week

**Nov/Dec:** Annual Compensation and Benefits Report

## Space Reservations

Contact the advertising manager for more information at 800/228-2262 or [CMAToday@aama-ntl.org](mailto:CMAToday@aama-ntl.org).

# Electronic & Direct Mail Advertising

## List Rentals

The American Association of Medical Assistants (AAMA) is the premier association dedicated exclusively to medical assistants. The Certified Medical Assistant (AAMA)—or CMA (AAMA)—credential represents a medical assistant who has been credentialed through the Certifying Board (CB) of the AAMA. Because of their high levels of training and broad skill sets, CMAs (AAMA) work in a variety of settings across the health care spectrum, from single-physician practices to large and diverse health systems.

### Email and Mail List Rental

The AAMA maintains a database of more than 80,000 current CMAs (AAMA) nationwide. The AAMA is the only organization that can provide accurate contact information for this group of health care professionals. The following email and mail lists are available for rental:

- All current CMAs (AAMA)
- CMAs (AAMA) according to state(s)
- CMAs (AAMA) according to city or ZIP code range

### List Pricing

A \$50 nonrefundable, administrative fee is required per order, regardless of size, and in addition to the following costs per email or mailing label:

Number of emails or mailing labels	Commercial rate (e.g., textbooks and medical supplies)	Educational programming rate (e.g. CEU sessions and advanced degrees)	Job opening rate
Up to 500	\$0.55	\$0.35	\$0.20
501 to 1,000	\$0.50	\$0.30	\$0.15
1,001+	\$0.45	\$0.25	\$0.10

Additionally, special rates are offered for academic research. A \$200 nonrefundable administrative fee is required per order, regardless of size and in addition to the following costs per email or mailing label:

Number of emails or mailing labels	Research Rate (e.g., academic research)
Up to 200	\$0.27
201 to 400	\$0.21
401 to 800	\$0.17
801 to 1,000	\$0.13
1,001+	\$0.10

### List Rental

Contact the list rental manager at 800/228-2262 or [ListRental@aama-ntl.org](mailto:ListRental@aama-ntl.org) for specific counts and exact fees.

### Order Requirements

1. Lists are for three-time use only.
2. Any person or entity renting a contact list must abide by the List Rental Terms and Conditions outlined in this document.
3. Prepayment is required for all orders.
4. Orders must include a sample of the final content of the mail or email messaging to be distributed; all messaging is subject to review and approval by the AAMA.
5. An email address from which messaging will be sent must be provided with all email list orders.

### Processing

Orders of contact lists will not be processed until payment is received and the proposed messaging is approved, typically within 10 business days.

### List Format

Contact lists will be emailed as Microsoft Excel files unless determined otherwise in correspondence.

### List Rental Terms and Conditions

Any person or entity renting CMA (AAMA) contact lists from the AAMA agrees to abide by the following terms and conditions:

- Grant of license.** The Certifying Board of the American Association of Medical Assistants (AAMA) grants the list renter a limited license to distribute email/mail pieces to CMAs (AAMA) contained in the list provided. Any email/mail pieces sent by the list renter shall not include or otherwise imply endorsement by the AAMA of the list renter's products or services.
- Proprietary rights.** The list of CMAs (AAMA) is and shall remain property of the AAMA. The renter will not disclose, publish, transfer, duplicate, reproduce, resell, sublicense, or otherwise distribute the contents of the contact list in any way beyond that agreed to with the AAMA, nor permit any third party to do so.
- Purpose.** The list renter must describe the purpose for which it intends to use the CMA (AAMA) contact list when submitting the request for approval. The renter agrees not to use the contents of the contact list for any purpose other than that which is stated and approved.
- Number of uses.** Use of this list is limited to three mail or email pieces for each rental agreement. The contents of this list shall not be saved as part of, or used to create, a database; it shall not be used to create additional messaging of the same material.
- Prior approval.** The mailing list licensee agrees that the piece(s) to be distributed using the contact list will be sent to the AAMA for approval before the list is provided and the order processed. The list renter agrees that the sample sent to the AAMA is the full piece(s) that will be sent to the individuals on the provided list. Additionally, the list renter agrees to include the AAMA on the email/mail piece distributed. The AAMA reserves the right to refuse rental of the contact list for any content it deems unsuitable.
- Time.** The list renter agrees to distribute the approved mail or email piece within six weeks (42 days) of receiving the contact list provided by the AAMA. After that point, the list renter must seek additional approval from the AAMA to distribute material using the contact information provided.
- Terms of payment.** The list renter will pay by check or credit card (American Express, Visa, Mastercard, and Discover accepted) the determined amount upon receiving prior approval from the AAMA. The CMA (AAMA) contact list will not be provided to the list rental until payment is received and processed.
- Termination of agreement.** If the list renter at any time violates the terms and conditions, the AAMA has the right to terminate the agreement without notice. Upon termination,

the approved usage of the email list is immediately revoked. In such an event, the list renter agrees to, within five days of notice, destroy all copies of the files provided by the AAMA.

### AAMA e-Newsletter

The AAMA monthly e-newsletter, *AAMA e-Update*, is emailed to AAMA members and nonmember subscribers.

**Circulation:** 75,000+

**Frequency:** Monthly

Ad size	1X	3X	6X
600 x 120	\$500	\$450	\$425

- Electronic ads must be in .jpg or .png (static image).
- Maximum file size is 40 KB.
- Ad includes one hyperlink.

Contact the advertising manager for more information at 800/228-2262 or [MarCom@aama-ntl.org](mailto:MarCom@aama-ntl.org).

# Conference Advertising & Exhibiting

Information for advertising and exhibiting is made available between March and the time of the AAMA Annual Conference (held in September or October). Other conditions apply. See more information under News & Events/Conference after March 1.

## Annual Conference Program

The following fees are subject to change:

Size	Rate	Dimensions
Full page	\$500	7-1/2" x 10"
1/2 horizontal	400	7-1/2" x 4-3/4"
1/2 vertical	400	3-5/8" x 10"
1/4 vertical	325	3-5/8" x 4-3/4"

### Trim size

8-1/2" x 11"

### Special placement

Only full-page ads are accepted for cover positions. Ad rates for inside-front and inside-back covers are \$550; back cover is \$600.

Contact the advertising manager for more information at 800/228-2262 or [MarCom@aama-ntl.org](mailto:MarCom@aama-ntl.org).

## Annual Conference Exhibiting

The following fees are subject to change:

- The fee for each table is \$325. The fee includes one table, two chairs, and one identification sign.
- Additional tables can be purchased for \$225.
- Your application also includes a free banner advertisement in the AAMA Annual Conference app.

### Additional Ad Policies

- The AAMA reserves the right to reject any ad for any reason.
- All advertising is subject to editorial revision per AAMA style.
- Ads not meeting AAMA design standards may be rejected. However, the AAMA will assist the advertiser with design enhancements for an additional 15 percent fee.

Contact the conference director for more info: [Conference@aama-ntl.org](mailto:Conference@aama-ntl.org).