**PRINT**

The *Physician Leadership Journal* is the award-winning flagship publication for the American Association for Physician Leadership® (the association). The widely read, 90-page, full-color magazine focuses on management issues and career topics of interest to physicians in health care management.

Your ad in The *Physician Leadership Journal* will reach 11,000 physicians involved in health care management, plus other interested professionals. Readers include medical staff leaders, department heads and CEOs of group practices, hospitals and health systems.

Published six times a year, the journal is mailed to every member of the association and hundreds of non-member subscribers.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 1, 2016</td>
</tr>
<tr>
<td>March/April</td>
<td>February 1, 2017</td>
</tr>
<tr>
<td>May/June</td>
<td>April 1, 2017</td>
</tr>
<tr>
<td>July/August</td>
<td>June 1, 2017</td>
</tr>
<tr>
<td>September/October</td>
<td>August 1, 2017</td>
</tr>
<tr>
<td>November/December</td>
<td>October 1, 2017</td>
</tr>
</tbody>
</table>

*Est. shipping date is the first week of the month

**Connect with more than 11,000 subscribers.**
Place your message in front of today’s health care decision makers!

**Educational Content Pieces** $9,500

This unique offering of a card stock, 4-color, 2-sided insert features an educational information piece that the advertiser provides. It can be a case study or position paper that would be of interest to our readers. The reverse side features a company image/product display ad. This insert, printed on 7-point book matte stock, is designed to create a natural break in the magazine for maximum reader awareness.

**PLJ Print Sponsorship Opportunity** $15,000

Receive 1 full-page ad for your company’s product or service, a 2-page corporate profile (spread), plus 25 complimentary copies (bulk shipped to one location). In addition, a snipe will appear on the magazine featuring this message: “Printing costs for this issue of PLJ were underwritten by (company name & logo). No editorial input was associated with this sponsorship. Please refer to Snipe item A.”

Contact us at partners@physicianleaders.org
**Display Rates**

<table>
<thead>
<tr>
<th>Size (W x H)</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Pg.* 8-1/2” x 11”</td>
<td>$3,000</td>
<td>$2,880</td>
<td>$2,790</td>
</tr>
<tr>
<td>Half Pg. Vertical 9-5/8” x 3-3/8”</td>
<td>$1,800</td>
<td>$1,730</td>
<td>$1,675</td>
</tr>
<tr>
<td>Half Pg. Horizontal 4-3/4” x 7-3/16”</td>
<td>$1,800</td>
<td>$1,730</td>
<td>$1,675</td>
</tr>
<tr>
<td>One Fourth Pg. Vertical 4-5/8” x 3-3/8”</td>
<td>$1,200</td>
<td>$1,155</td>
<td>$1,120</td>
</tr>
</tbody>
</table>

**Cover Premiums**

<table>
<thead>
<tr>
<th>Size (W x H)</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>C2 (inside front cover) 8-1/2” x 11”</td>
<td>$3,245</td>
<td>$3,080</td>
<td>$2,775</td>
</tr>
<tr>
<td>C3 (inside back cover) 8-1/2” x 11”</td>
<td>$3,090</td>
<td>$2,935</td>
<td>$2,645</td>
</tr>
<tr>
<td>C4 (back cover) 8-1/2” x 11”</td>
<td>$4,200</td>
<td>$3,990</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

**Marketplace Display Rates**

Reach Out — Get your message to more than 11,000 readers with Marketplace advertising. Have an open position? Find candidates here. Have services for job seekers? Find customers here. Make connections at the Marketplace.

<table>
<thead>
<tr>
<th>Size</th>
<th>1-2x</th>
<th>3-4x</th>
<th>5-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page vertical 7-3/8” x 4-7/8”</td>
<td>$1,350</td>
<td>$1,280</td>
<td>$1,210</td>
</tr>
<tr>
<td>1/3 page vertical 9-1/2” x 2-3/8”</td>
<td>$900</td>
<td>$855</td>
<td>$810</td>
</tr>
<tr>
<td>1/2 page horizontal 4-5/8” x 7-3/8”</td>
<td>$1,350</td>
<td>$1,280</td>
<td>$1,210</td>
</tr>
<tr>
<td>1/4 page 4-11/16” x 4-7/8”</td>
<td>$900</td>
<td>$855</td>
<td>$810</td>
</tr>
<tr>
<td>1/6 page vertical 4-11/16” x 2-3/8”</td>
<td>$660</td>
<td>$630</td>
<td>$595</td>
</tr>
</tbody>
</table>

*Add 1/8” for all full page bleeds. High resolution PDFs required.

Send ad materials to partners@physicianleaders.org.
# PARTNERSHIP Opportunities

## Partner Level

<table>
<thead>
<tr>
<th>Partner Level</th>
<th>Conference</th>
<th>Advocate</th>
<th>Corporate</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choice of 2 Institutes</strong></td>
<td>✓</td>
<td>✓</td>
<td>□</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Choice of 3 Institutes</strong></td>
<td>✓</td>
<td>✓</td>
<td>□</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Includes 4 Institutes</strong></td>
<td>✓</td>
<td>✓</td>
<td>□</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Exhibit Table
- Add-on available

### Logo/ Hyperlink on Marketing Materials
- Add-on available

### Conference Credentials (Up to 4) - Including Buffet Lunch
- Add-on available

### Half-page Ad in PLJ
- Add-on available
- (3 Issues)

### Full-page Ad in PLJ
- Add-on available
- (6-Issues)

### Company Description on Webpage
- Add-on available

### Info Session/Focus Group
- Add-on available
- (2 Institutes)

### Complimentary Course Registration
- Add-on available
- (2 Institutes)

### Social Media Blast
- Add-on available
- 3

### E-blast (Webinar, Podcast, etc.)
- Add-on available
- 3

### Invite to Attend and Network at our Cocktail Reception
- Add-on available

### Insert in Institute Newsletter to Participants
- Add-on available

### Premium Partner (2-Year Contract)
- Save 5% on 2nd year
- Save 10% on 2nd year
- Save 15% on 2nd year

### Pricing
- **$8,000 - $15,000**
- **$29,000 - $33,500**
- **$56,500**
- **$21,000**

Customized packages also available. Call 800-562-8088

## Get the Most from Your Partnership!

### 2016-17 Institutes

<table>
<thead>
<tr>
<th>Institute</th>
<th>Dates</th>
<th>Location</th>
<th>Average Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Institute</td>
<td>Jan 19-22, 2017</td>
<td>St. Petersburg, FL</td>
<td>400</td>
</tr>
<tr>
<td>Annual Meeting &amp; Spring Institute</td>
<td>April 19-23, 2017</td>
<td>New York, NY</td>
<td>900</td>
</tr>
<tr>
<td>Summer Institute</td>
<td>July 19-23, 2017</td>
<td>Chicago, IL</td>
<td>300</td>
</tr>
<tr>
<td>Fall Institute</td>
<td>Nov 3-7, 2017</td>
<td>Scottsdale, AZ</td>
<td>600</td>
</tr>
</tbody>
</table>

### Partnership Add-ons!
- Take advantage of a special 20% discount on additional PLJ and online advertising.

### Social Activities: $1,000
- Allow us to reach out to conference attendees to sign-up for a day of golf prior to the start of an institute, or sponsor a “game night” during the institute. As the host, you will be responsible for transportation, games and any associated costs for beverages, food, etc.

### Social Media Blasts (LinkedIn, Twitter, Facebook) $500/blast
- Reach more than 10,000 physician followers! Social media blast can be sent during an institute to increase attendance at your booth, or anytime during the year to gain interest in other opportunities, webinars, etc. Limited to 140 characters per blast.
**EVENT**

**A la Carte Items**

**Insert in At-A-Glance schedule □ $750**
Available to partners only. Receive a full page (front and back) insert in our on-site At-A-Glance institute schedule provided to all attendees. Limited Availability - 1 partner per institute.

**Focus Group Breakfast with Voucher □ $6,000**
Invite up to 15 conference participants to attend your sponsored breakfast. Breakfast will be provided for all attendees. This is an excellent networking opportunity.

**Focus Group Dinner □ $1,000**
Host an offsite networking dinner group for participants. As the host, you will be responsible for transportation to and from the hotel and for the cost of dining. We will email participants up to 2x inviting them to sign-up/register with you to attend your off-site networking event.

**E-Blast □ 1x $3,000/blast, 3x $2,500/blast, 6x $2,000/blast**
- Webinar
- Podcasts
- Whitepapers
- Videos

**Room Drops**
Reach conference attendees directly by having literature and/or a fruit basket placed inside 50 attendees’ rooms prior to checking in.

**Morning Yoga Sponsor □ $1,500**
Signage and verbal recognition before and after the session recognizing your organization and encouraging attendees to visit your booth. Limited Availability – 1/institute

Additional am/pm activities may be available contact partners@physicianleaders.org for more information.

**Table Sponsor □ $500/table**
Small tent literature on each table purchased. Table sponsorship opportunities are within our: curriculum planning station, internet café, and resting areas throughout the conference. Limited Availability – 5/institute

**Exhibit Table in a high traffic area (1 day) – Location permitting □ $1,000/day**
Looking for higher traffic at your booth? Invest in a higher traffic area to greet attendees and gain their undivided attention. Prices are per/day – Limited availability

**Napkin Sponsorship □ $1,500**
Have your company logo on napkins for our cocktail reception and/or coffee break(s). Each sponsorship is good for one break or reception.

**Information Session □ $3,500**
Have an educational speaking session at one of our institutes.

**Focus Groups □ $5,000**
Have personal in-person focus groups to network and discuss relevent health care issues.

**A la Carte Items Coming Soon…**

PLL sponsorship (banner/logo)  
Podcasts  
Videos  
Mobile App Ads
- Push notifications

Website Ads space
Logo and 100– to 200– word statement on website

The American Association for Physician Leadership® reserves the right to reject any advertising and/or refuse any partnerships.