

# Advertising Rates & Information for WSMA's Online Career Center

The Washington State Medical Association has created the online Career Center to help connect physicians, physician assistants, nurse practitioners and office personnel to medical job opportunities across Washington State.

What's more, the Career Center is not limited to Washington State health care jobs — you'll also find listings for medical practices for sale or lease, medical equipment for sale, services available to physicians, and more.

The WSMA website receives over 4,000 hits per month from over 60 countries.

## ■ **Deadlines and cancellation policy**

Classified and display advertising are uploaded weekly on Fridays (subject to change).

All advertising is subject to approval by WSMA. If you have questions, call (206) 441-9762 or 1 (800) 522-0612.

## ONLINE DISPLAY ADS

Four display ad spaces are available on the Career Center web page at [http://www.wsma.org/career\\_center/view-ads](http://www.wsma.org/career_center/view-ads), placed directly to the right of the index, where visibility is highest.

## ■ **Graphic requirements**

Ads must be no larger than 150 (wide) x 125 (high) pixels. All ads should be submitted as JPG, or GIF files (72 dpi). Animated GIF and SWF files are also accepted. Your specific URL (i.e. [www.yoursite.com](http://www.yoursite.com)) will link your ad to your website. The WSMA requests that advertisers carefully review ad materials before submitting them for publication. The WSMA is not responsible for errors in original materials.

## ■ **How to submit your ad**

All online display ads should be emailed to [gfs@wsma.org](mailto:gfs@wsma.org).

## ■ **Online display rates**

Online display ads are run monthly, with discounts available for multiple month placement (see breakdown below).

- 1 month - \$400
- 3 months - \$375 per month
- 6 months - \$350 per month
- 12 months - \$325 per month

## ■ **Payment for online display ads**

First-time advertisers are asked to pay in full prior to the ad appearing on the website. Returning advertisers will be invoiced. Payment is due 15 days from the date of invoice.



## ONLINE CLASSIFIEDS

Career Center classified ad rates for members - \$60 for the first 50 words or less and 60 cents for each additional word; rates for non-members - \$100 per month for the first 50 words or less and \$1 for each additional word. Links to websites and emails - \$15 per link. Logo placement within your classified ad is now available at \$25 per placement. Please limit logo width to maximum 150 pixels wide. We accept either JPG or GIF files (72 dpi).

## ■ **How to submit your ad**

Submit your Career Center online classified at [www.wsma.org/career\\_center](http://www.wsma.org/career_center).

## ■ **Payment for Career Center classified ads**

An invoice will be sent upon receipt and approval of your ad. Payment is due 15 days from date of invoice.