

INVEST IN YOUR BUSINESS: Advertising increases sales/revenue.

# MEDIA KIT



The West Virginia State Medical Association (WVSMA) publishes the **West Virginia Medical Journal (WVMJ)** both in print and online. The *WVMJ* is the premier, peer-reviewed medical journal in West Virginia. The *WVMJ* is published quarterly in January, April, July and October.

## EDITORIAL

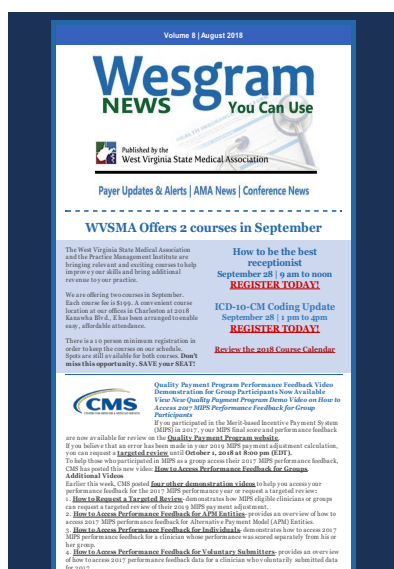
**CONTENT:** Original research, special articles, reviews, editorials, medical, association and medical school news, President's, Editor's, Alliance, Guest Editorial/Commentary, legislative updates and physician obituaries.

## PRINT CIRCULATION:

Average - 1,500 West Virginia physician members and non-physician subscribers.

## ONLINE

**CIRCULATION:** Contact Managing Editor for statistics.



Our online newsletter (**WESGRAM**) is sent via email blast. Its purpose is to keep physicians and office staff abreast of the latest healthcare changes, including payer information, CMS, AMA and coding updates. Educational opportunities available at WVSMA are also published in the WESGRAM.



# Advertising Rates



## Cover Rates (4-Color Process)

Back Cover	\$1000 ea.
Inside Back/Front Cover	\$900 ea.

## Inside Page Rates (4-Color Process)

Size	1 Time	1 Year
Full page	\$800	\$760
1/2 page	\$475	\$450
1/3 page	\$345	\$328

Prices are  
per issue

**\*Receive a 5% discount for prepayment of 1 a year contract.**

## Page Dimensions

## Bleed Size

	width x height	
Back Cover	8 x 8.5"	8.75" x 9"
Full page	7" x 9.333"	8.75" x 11.25"
Inside Front or Back Cover	7" x 9.333"	8.75" x 11.25"
1/2 page, horizontal	7" x 4.2"	
1/3 page, vertical	2.1667" x 9.333"	

## Printing Specifications

**17x11 flat-4C; Finish:** 8.5x11; **Cover:** 70lb Endurance Silk Text -- Bleeds; 4C; **Inside:** 70lb Endurance Silk Text -- Bleeds; 4C; **Binding:** Saddle Stitch

1/2 page

1/3 page  
horizontal

1/6  
page

1/3  
page  
vertical

full page

## About the WVMJ

The West Virginia Medical Journal now offers two peer-reviewed scientific journals: 1) Our traditional printed journal, **WVMJ** which is also available as an interactive pdf available on our website, (<https://wvsma.org/journal/>) or 2) Our Open Access online Journal, **WVMJ OA** (<https://wvmj.scholasticahq.com/>).

The WVMJ OA publishes peer-reviewed case reports. Our goal is to speed up the publication process and to take part in the worldwide transition to Open Access publishing.

Open Access publishing enables readers and scholars around the world to find and read articles, free of any financial constraints. Open Access (OA) is the free, immediate, online availability of research articles combined with the rights to use these articles fully in the digital environment. Scholastica hosts the **WVMJ OA** journal. To view our OA journal go to <https://wvmj.scholasticahq.com/>.

Articles published in the **WVMJ OA** are indexed on Google Scholar and CrossRef.

## Artwork Requirements and Advertising Policies

Ads are accepted in PDF, EPS or JPG formats. Use PDF-X1A or high resolution PDF (image resolution between 300-400 dpi).

**Billing and payments** Payment is due within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts 30 days delinquent. Publisher reserves the right to suspend a contract for delinquent accounts.

**Cancellations** Neither the advertiser nor its agency may cancel after the space reservations deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement.

The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after closing dates.

The Publisher may reject or cancel any advertising for any reason at any time. Political advertisements are not accepted for any advertising venue.

The fact that an advertisement for a product, service, or company appears in a print or email/web venue is not a guarantee by the WVSMA of the product, service or company or the claims made for the product in such advertising. The WVSMA reserves the right to enter into endorsements, sponsorship and/or marketing agreements that may limit the placement of advertisements for certain products or services.

### RESERVATION DEADLINES

#### Issue

**1st Quarter (January)**

**2nd Quarter (April)**

**3rd Quarter (July)**

**4th Quarter (October)**

#### Close Date

**November 20, 2018**

**February 19, 2019**

**May 22, 2019**

**August 23, 2019**

**Angie Brown, Managing Editor**

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304-925-0342, ext, 200**

# Wesgram NEWS

You Can Use



Published by the  
West Virginia State Medical Association

Payer Updates & Alerts | AMA News | Conference News

## WVSMA Offers 2 courses in September

The West Virginia State Medical Association and the Practice Management Institute are bringing relevant and exciting courses to help improve your skills and bring additional revenue to your practice.

We are offering two courses in September. Each course fee is \$199. A convenient course location at our offices in Charleston at 2018 Kanawha Blvd., E has been arranged to enable easy, affordable attendance.

There is a 10 person minimum registration in order to keep the courses on our schedule. Spots are still available for both courses. **Don't miss this opportunity. SAVE your SEAT!**

**How to be the best  
receptionist**  
**September 28 | 9 am to noon**  
**REGISTER TODAY!**

**ICD-10-CM Coding Update**  
**September 28 | 1 pm to 4pm**  
**REGISTER TODAY!**

**[Review the 2018 Course Calendar](#)**



**Quality Payment Program Performance Feedback Video  
Demonstration for Group Participants Now Available**  
**[View New Quality Payment Program Demo Video on How to  
Access 2017 MIPS Performance Feedback for Group  
Participants](#)**

If you participated in the Merit-based Incentive Payment System (MIPS) in 2017, your MIPS final score and performance feedback

are now available for review on the **[Quality Payment Program website](#)**.

If you believe that an error has been made in your 2019 MIPS payment adjustment calculation, you can request a **[targeted review](#)** until **October 1, 2018 at 8:00 pm (EDT)**.

To help those who participated in MIPS as a group access their 2017 MIPS performance feedback, CMS has posted this new video: **[How to Access Performance Feedback for Groups](#)**.

### **Additional Videos**

Earlier this week, CMS posted **[four other demonstration videos](#)** to help you access your performance feedback for the 2017 MIPS performance year or request a targeted review:

1. **[How to Request a Targeted Review](#)**- demonstrates how MIPS eligible clinicians or groups can request a targeted review of their 2019 MIPS payment adjustment.
2. **[How to Access Performance Feedback for APM Entities](#)**- provides an overview of how to access 2017 MIPS performance feedback for Alternative Payment Model (APM) Entities.
3. **[How to Access Performance Feedback for Individuals](#)**- demonstrates how to access 2017 MIPS performance feedback for a clinician whose performance was scored separately from his or her group.
4. **[How to Access Performance Feedback for Voluntary Submitters](#)**- provides an overview of how to access 2017 performance feedback data for a clinician who voluntarily submitted data for 2017.

An average of  
2,600 physicians,  
office managers  
and medical  
staff receive the  
**WESGRAM** online  
newsletter.

**COST: \$95 per  
ad, per online  
newsletter.**

The **WESGRAM**  
is published  
on average,  
twice monthly.  
Publication  
frequency may  
vary based  
upon the  
amount of new  
information to be  
communicated.



West Virginia  
State Medical  
Association

# WVSMA Advertising Contract

Email: [angie@wvsma.org](mailto:angie@wvsma.org)

Mail to: WVSMA, 2018 Kanawha Blvd., E., Charleston, WV 25311

This authorizes the West Virginia Medical Journal of the West Virginia State Medical Association to run a \_\_\_\_\_ page advertisement at \$ \_\_\_\_\_ per insertion in these issues:

(Please check to indicate.)

1st Quarter (January) \_\_\_\_\_

2nd Quarter (April) \_\_\_\_\_

3rd Quarter (July) \_\_\_\_\_

4th Quarter (October) \_\_\_\_\_

← INDICATE ISSUE YEAR

**West Virginia  
Medical Journal**

## WESGRAM ADVERTISING

Month \_\_\_\_\_ Year \_\_\_\_\_ Number of Runs Requested \_\_\_\_\_ @ \$95 each

TOTAL \$ \_\_\_\_\_

Company Name \_\_\_\_\_

Advertising Agency (If applicable) \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_ E-mail \_\_\_\_\_

### PAYMENT METHOD:

☐ Check (Made payable to WVSMA) ☐ VISA ☐ Discover ☐ MasterCard ☐ American Express

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

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