

# NEW in PRACTICE GUIDE & GUIDE des RÉSIDENTS 2016 MEDIA KIT

WHAT MEDICAL RESIDENTS NEED TO KNOW BEFORE ENTERING PRACTICE

*Published in English and French*



## New in Practice and Guide des résidents

The CMA's *New in Practice* guide contains everything residents need to know about transitioning to practice — in one place. Our team of practice management experts and physicians have developed the *New in Practice* guide to provide early career physicians with useful information about their new careers, including the financial, legal and administrative matters that will play key roles in their future success.

### Contents include

- Evaluating practice opportunities
- The business side of medicine
- Medical billing
- Financial planning and insurance
- Medical law
- Provincial and territorial medical association information

### Circulation

*New In Practice* and *Guide des résidents* are produced in both English and French and distributed to residents across Canada.

#### PRINT: 24,500

- 14,250 mailed English
- 3,500 mailed French
- 6,500 English and French mix
  - CMA Resident Starter kits
  - Internal MD Financial offices
  - PTMAs and CMA trade shows
  - 250 for sponsor

#### DIGITAL

- A digital edition of *New in Practice* is also emailed to 14,000 students and residents

## 2016 ADVERTISING RATES

(English and French editions)

<b>Full page</b>	\$5,000
<b>Half page</b>	\$3,500
<b>DPS</b>	\$8,000

**Inside cover positions add 10%**

**Outside back cover add 15%**

**All rates are four colour**

**All taxes extra**

**Booking/material deadline:** Feb 9, 2016

**Publication date:** March 2016

#### AD SIZES

<b>Full page, no bleed</b>	7" x 9.5"
<b>Full page with bleed</b>	8.375" x 11.125"
<b>1/2 page horizontal</b>	7" x 4.625"
<b>Trimmed size</b>	8.125" x 10.875"

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"The CMA New in Practice guide will be a great resource when I transition into practice. It's already helped me prepare by teaching me more about the business side of medicine."

— *Kimberly Williams*  
Resident  
Calgary, Alta

