

# HealthScene Ohio

A Publication of the  
State Medical Board of Ohio

## Advertising Opportunities

**HealthScene Ohio Reaches More Practitioners & Consumers.** The Official Publication for the State Medical Board reaches all 69,000 medical licensees digitally and 35,000 mailed copies to all MDs, DOs, DPMs and Licensed Massage Therapists throughout Ohio, PLUS Ohio Legislators, Hospital Administrators, Health Departments and Department of Job and Family Services.

Readership Connecting doctors & patients with engaging editorial. An informative, entertaining and sometimes educational approach to statewide topics and issues that matter most to OHIO medical practitioners and their patients. Each issue includes a variety of articles on statewide topics, plus regional features and an event calendar, and legislative updates.

Statewide exposure with regional Rates. *HealthScene Ohio* advertising rates are less than \$11.50/thousand for a full page—nearly half the CPM of other statewide medical publications! Reach your whole target market for less with *HealthScene Ohio*.

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Published quarterly: Winter, Spring, Summer, Fall. 10% discount for 8X insertions.

### PRINT RATES

Full Page	\$4,000
Half Page	\$2,400
Premium Positions	\$5,000
Back Cover	\$6,000

### DIGITAL RATES

Banner Ad	\$400/month
Half Page Ad	\$500/month
Box Ad	\$300/month

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## This official publication reaches Ohio medical licensees and their waiting rooms!

More than 35,000 **Print** magazines mailed to: MDs, DOs, DPMs and Licensed Massage Therapists throughout Ohio

**Digital** Magazine emailed to more than 69,000 Ohio licensees!

**Waiting Room Readership:** 20 readers/copy\*

**BONUS distribution:** Ohio hospitals, 88 Ohio Health Departments, 88 Ohio Department of Job & Family Services offices and all Ohio State Legislators

\*[www.audiencedialogue.net/meas-print.html](http://www.audiencedialogue.net/meas-print.html)

### Print Ad Sizes

Trim Size: 8-1/4 x 10-7/8

Full Page Bleed:  
8-1/2 x 11-1/8

Full Page Non-Bleed:  
7-1/4 x 9-7/8

Half Page: 7-1/4 x 4-7/8

### Digital Ad Sizes

Banner (mobile optimized):  
970 x 90, 728 x 90, 320 x 90

Half: 300 x 600

Box: 300 x 250

## HealthSceneOhio.com

CityScene Media Group has been producing award-winning, top-quality publications in central Ohio and throughout the state for more than 25 years. CMG offers a full suite of creative services to create travel and event guides, chamber directories, annual reports and much more. CMG-owned magazines include *CityScene*, *Columbus Arts*, *Entertainment & Style*, *Dublin Life*, *Westerville Magazine*, *Tri-Village Magazine*, *Pickerington Magazine* and *Healthy New Albany Magazine*.

**cityscene**  
media group

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