

AD SPECS

WEB ADVERTISING

- 30-day ad placement
- 500 x 500 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL
- Ads are placed first-come, first-serve into a rotating carousel of no more than 5 ads (5-sec rotation)

NEWSLETTER ADVERTISING

Banner Ad Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL

Sponsored Content Ad Specs

- 300 x 300 pixels
- Title copy, 10-word count max
- Content copy, 50-word count max
- Call To Action button copy with advertiser submitted trackable URL

SOLUTIONS ADVERTISING

Solutions.Webinar

Vendor Responsibility

- Content creation
- Registration (setup and management)
- **Provide to UCA the webinar details (eg. time, summary description, registration link)**
- Speakers, content and hosting of webinar on own software
- Presentation preparation, recording and any desired attendee follow up
- Provide to UCA an updated URL of webinar recording for posting to UCA Learning Center

UCA Promotion Responsibility

(no vendor action required)

- (2) Emails promoting Solutions.Webinar (1x the week prior, 1x the day of the webinar)
- (1 to 2) mentions in UCAccess issues prior to webinar date
- (1) social post (1x the week prior)
- Posting of Solutions.Webinar recording following the event on the UCA Learning Center

Solutions.Delivered

- Email copy, up to 1,500 words
- Include up to 2 calls to action with your trackable links
- Email delivered under UCA Solutions.Delivered Header Banner (HTML not supported)
- Multiple purchases require unique content per issue

Image Sizes Supported

- 300 x 300 pixels, or 650 x 150 pixels
- Up to (2) images may be submitted

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SOLUTIONS ADVERTISING

Solutions.OnDemand

Vendor Responsibility

Submit content to UCA Learning Center (ie. URL to pre-recorded webinar, whitepaper, infographic, etc.)

- Content will be posted in UCA Learning Center, as an "Industry Perspective" resource
- Content should be relevant to Urgent Care and educational in nature
- Branding should be positioned as thought leadership vs. product/service sales content
- Subject to Eligibility, Content, Image & Video Guidelines of UCA Learning Department

UCA Promotional Responsibility

(no vendor action required)

- (1) inclusion in quarterly email promotion of advertiser resource available in Learning Center
- (1) mention in UCAccess promoting advertiser resource available in the Learning Center
- (1) LinkedIn post promoting advertiser resource in the Learning Center

LINKEDIN SPONSORED CONTENT POST

- Best practice: 150 - 200 characters (Max allowed: 3,000 characters)
- Advertiser submitted trackable URL
- Image Specs
 - 1200 x 1200px, or 1200 x 627px

DEADLINES AND SUBMISSION REQUIREMENTS

- Ads must be paid in full, 3 weeks prior to issue publish date
- Ads must be submitted 14 days prior to issue publish date

Solutions.Webinar exception

- Ad must be paid in full, 5 weeks prior to webinar date
- Content must be submitted 4 weeks prior to webinar date

Media Advertising Contact

Sabrina Balthrop
corporate@urgentcareassociation.org

Submission Instructions

Send all advertising materials via online submission form

Ad availability and placements are first-come, first-served.

Subject to UCA Advertising Terms & Cancellation Policy