



SUBMISSION DEADLINE – FEBRUARY 2, 2024

Healthcare Communications Agency Profile

Due by February 2nd

Each healthcare communications agency participating in the Med Ad News Annual Agency issue is requested to submit a self-written profile of its business based on the outline provided below.

Written agency profile from each healthcare agency (minimum 1000 words, maximum 2500 words) representing four sections. Med Ad News editors reserve the right to edit profiles to reduce the length of text as needed.

- Recent Accomplishments – Describe the accomplishments of the past year (2023 and early 2024).
 - Major account wins
 - Product launches
 - Significant personnel additions
 - Alliances and partnerships formed
 - Business ventures
 - Awards won
 - New initiatives
 - Breakthrough ideas
 - Office relocations
 - Etc.
- Structure and Services offered.
 - How is the agency organized?
 - What major services are offered?
 - Advertising
 - Medical Education
 - Interactive
 - Relationship marketing
- Future Plans
 - New business offerings
 - Personnel expansions
 - Agency goals
- Philanthropy / Citizenship
 - Pro-bono work
 - Community service
 - Charity sponsorships
 - Environmental initiatives

In addition, each participating agency is requested to submit at least one sample of creative work from the past year and an executive photo to be included in your profile (see page 2).

Please adhere to the category submission requirements and deadline dates. Failure to do so could jeopardize your opportunity to appear on the Manny Awards voting site. Entry fees are non-refundable.



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Creative Sample

Due February 2nd

Each healthcare communications agency submitting a profile is requested to submit at least one sample of creative work from the past year for consideration to be included in their profile. Please provide a 40–80-word caption for any sample provided.

SPECS

Photo Size: 5x7 or 7x5 inches

Preferred Format: JPG

Resolution: 300 dpi or higher

Executive Photograph

Due February 23rd

A photograph of the agency's lead executive or managerial team should accompany each healthcare communications agency profile in the April 2024 edition of *Med Ad News*. Please provide a left to right descriptive caption of names/affiliations of agency personnel. The photograph should be arranged by the agency, and we would like to suggest that you consider the following when composing the photo shoot:

- In keeping with the spirit of the April publication, the photograph should convey the personality of your agency/network.
- The individuals in the photo should be dressed appropriately, but a suit and tie are not required.
- The photo should be vibrant and alive; color preferred.

SPECS

Photo Size: 5x7 or 7x5 inches

Preferred Format: JPG

Resolution: 300 dpi or higher

Please email all profile and creative sample materials to Maria.Fontanazza@medadnews.com by February 2, 2024. Materials should be clearly labeled with agency name and brief description of the contents ie., "Petunia Healthcare" _Profile_2024.doc.

Please adhere to the category submission requirements and deadline dates. Failure to do so could jeopardize your opportunity to appear on the Manny Awards voting site. Entry fees are non-refundable.