

MRS Board members/ Executive Committee:

I would like the MRS Board to consider developing an advertising/classified program through our MRS Newsletter, "The Report".

Assuming there is one in place; the Newsletter Committee would develop and maintain criteria and standards for placing ads in the classified/advertising section of the newsletter.

- The classified/advertising section of the newsletter would allow MRS members (dues paying members) to place ads without any cost.
- Radiologists, who are not a member of MRS, can place an ad however, they would be required to pay a \$300 fee which would entitle them to be an "associated radiologist member" and obtain free advertising.
- Non-radiologists would have the ability to become an "associated non radiologist member", for an annual fee somewhere between \$100 and \$300; and be eligible for paying for advertising. By becoming an "associated non radiologist member", they will receive the newsletter.
- MRS could offer quarter page ads, half page ads or perhaps a full page ad, etc. and will be charged accordingly. The committee will decide the appropriate fees for these ads. (I will get some price schedules from MSMS and GCMS.)
- The type of ads placed will be decided by the committee. Suggested ads that should be considered and welcomed are: sale of practice, sale of home, legal services, insurance companies, real estate, etc. Other types of ads may be considered. These ads may also help our younger colleagues have access to reputable services if they are from outside the area.
- If someone is looking for a radiologist, for their practice, they can use resources MRS already has in place.
- Selling an entire practice is different. This ad should be considered.

Benefits:

- A good way for new members and existing members to find resources, Law Firms, Accountants, etc.
- Provides a new revenue source for MRS.

Thanks for your consideration.

Mark Weiss M.D.