
REACH & SUPPORT OHIO'S PHYSICIAN COMMUNITY

Corporate Sponsor Opportunities

2025



Ohio
State Medical
Association



Supporting a Healthier Ohio

The Ohio State Medical Association (OSMA) is the first and largest physician-led organization in Ohio. **Thanks to financial support from OSMA partners, our association is able to continue providing high-quality services and member resources to Ohio's physician community.** Our sponsorship options help you connect with physicians through multiple channels throughout the year.



We work to bring physicians together through:

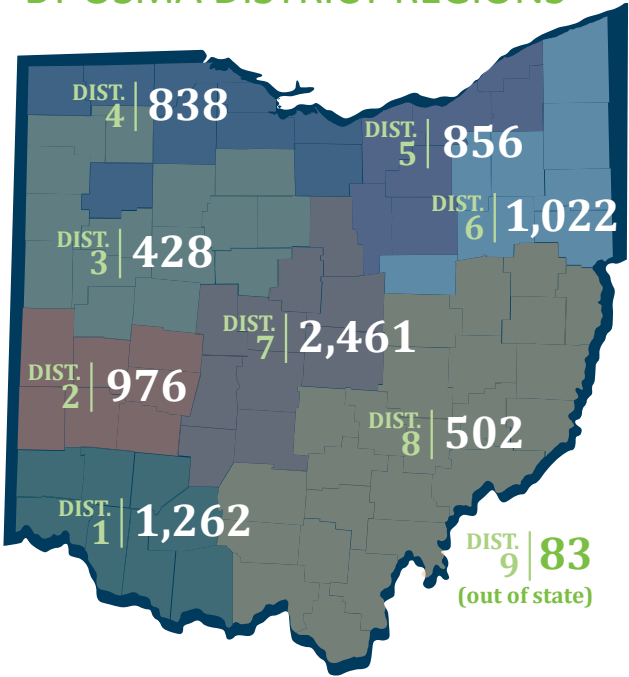
- Resources and support for managing healthcare practices.
- Professional development and networking for physicians in all career stages.
- Legislative and regulatory advocacy on issues that matter to physicians at the federal and state levels.

Membership By the Numbers

OVER 8,450 TOTAL MEMBERS

OSMA Physicians	Residents & Fellows	Medical Students	Practice Managers
6,607	1,046	604	175

BY OSMA DISTRICT REGIONS



OUR TOP SPECIALTIES

Internal Medicine	1,329 (20%)
Family Medicine	755 (11%)
Radiology	672 (10%)
Orthopedic Surgery	499 (8%)
Surgery	476 (7%)
OB/GYN	469 (7%)
Ophthalmology	413 (6%)
Anesthesia	289 (4%)
Pediatrics	279 (4%)
Urology	207 (3%)
Neurology	196 (3%)
Pathology	169 (3%)
Dermatology	168 (3%)
ENT	157 (2%)
Emergency Medicine	156 (2%)
Psychiatry	135 (2%)
PM&R	101 (2%)
Plastic Surgery	80 (1%)
Allergy	50 (1%)

SOCIAL MEDIA REACH



@OhioMedicine

Avg. Paid Facebook Impressions per Month....385,575

Avg. Organic Impressions per Month....6,084

Total Followers7,849

WEEKLY EMAIL REACH



Business Support (to independent practices)....3,527

Physician Advocacy Updates...6,037

Professional Support.....6,823

Health Matters Newsletter6,945

WEBSITE TRAFFIC



Avg. Visitors per Month11,870

Avg. Pageviews per Month24,471

Sponsorship Level Options

OSMA can help businesses and organizations serving the healthcare industry connect with Ohio physicians, specialty service areas, and healthcare practice managers.

	PARTNER \$50,000 (4 available)	COLLABORATOR \$25,000 (10 available)	CHAMPION \$15,000	SUPPORTER \$5,000
--	--------------------------------------	--	----------------------	----------------------

EXCLUSIVE MEETINGS

Meeting(s) with OSMA CEO and VP of Advocacy (ie: Insights into Ohio's legislative & regulatory landscape)	✓ 2 per year	✓ 1 per year		
--	--------------	--------------	--	--

MEMBER DATA

OSMA member data Excel file—names and office addresses	✓	✓	✓	
Member engagement analytics—clicks and impressions	✓	✓		

SOCIAL MEDIA

Paid social post ads—boosted per quarter	✓ 4 max per year: (\$5,000) Fbook, LinkedIn, X			
Organic social posts		✓ 3 max per year: Fbook, LinkedIn, X	✓ 2 max per year: X only	✓ 1 max per year: X only

BRAND VISIBILITY & ADVERTISING

Customized content distribution in emails and on website (ie: articles, webinars/education, or research surveys)	✓ 2 per year	✓ 1 per year		
Direct marketing email to members	✓ 2 per year			
Content consultation with OSMA marketing team (ie: to discuss education topics & value for our membership)	✓	✓		
Ad inclusion in Annual Legislative Report	✓ Full-page ad	✓ 1/2-page ad	✓ 1/4-page ad	✓ 1/4-page ad
Ad or company logo hyperlinked in weekly e-newsletters	✓ 10 ads per year			
Logo placement on partner webpage with detailed info (hyperlink, contact info, and offering to OSMA members)	✓ Premier placement	✓ Prominent placement	✓	✓

EVENT PRESENCE

Exhibitor table/booth at OSMA Annual Meeting	✓	✓	✓	✓
Logo on Annual Meeting event materials (ie: program, presentation slides, additional placements available)	✓			



**To Make Your Commitment,
visit: osma.org/sponsor**

Questions? Email Kyle: kskinner@osma.org

FILE SPECIFICATIONS

- Supply ad graphics in .jpg, .png, or .pdf format.
- Supply ad files as 300 dpi print resolution.
- Supply banner ads (for e-newsletters) at 100 dpi.
- Specify a webpage hyperlink for banner ads (for e-newsletters).
- Ads will be placed upon approval and payment.

BANNER AD SIZE FOR E-NEWSLETTERS

650 px (length) x 140 px (height)

AD SIZES FOR ANNUAL LEGISLATIVE REPORT

Full-page ad
8.5"w x 11"h

(Please add 1/8-inch bleed on all sides)

1/2-page ad
8.5"w x 5.5"h

(Please add 1/8-inch bleed on all sides)

1/4-page ad
4.25"w x 5.5"h

*(Please add
1/8-inch bleed on
all sides)*