

---

# REACH & SUPPORT OHIO'S PHYSICIAN COMMUNITY

---

*Corporate Sponsor Opportunities*



# 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:

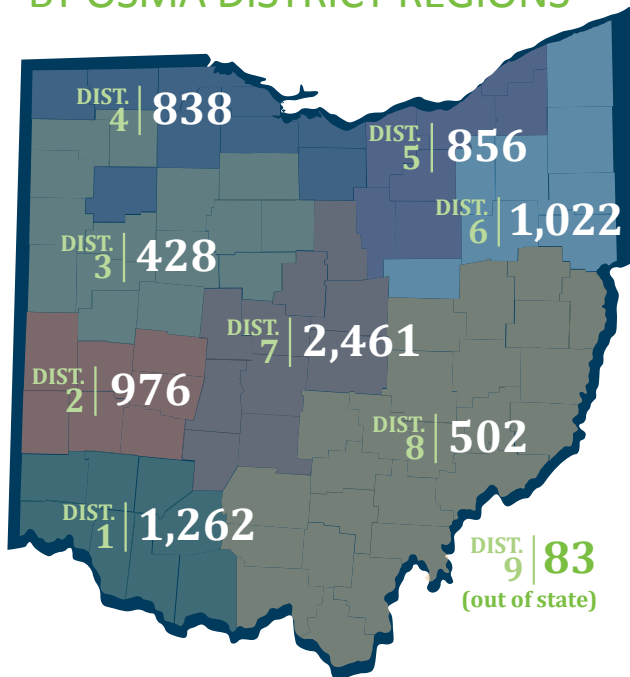
- Resources and support for managing healthcare practices.
- Professional development and networking for physicians in all career stages.
- Legislative and regulatory advocacy on issues that matter to physicians at the federal and state levels.

## Membership By the Numbers

OVER **8,450** TOTAL MEMBERS

OSMA Physicians <b>6,607</b>	Residents & Fellows <b>1,046</b>	Medical Students <b>604</b>	Practice Managers <b>175</b>
---------------------------------	-------------------------------------	--------------------------------	---------------------------------

## 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 Followers .....7,849

## WEEKLY EMAIL REACH



Business Support (to independent practices)....3,527  
Physician Advocacy Updates...6,037  
Professional Support .....6,823  
Health Matters Newsletter .....6,945

## WEBSITE TRAFFIC



Avg. Visitors per Month .....11,870  
Avg. Pageviews per Month .....24,471

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

## EXCLUSIVE MEETINGS

Meeting(s) with OSMA CEO and VP of Advocacy <i>(ie: Insights into Ohio's legislative &amp; regulatory landscape)</i>	✓ 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 <i>(ie: articles, webinars/education, or research surveys)</i>	✓ 2 per year	✓ 1 per year		
Direct marketing email to members	✓ 2 per year			
Content consultation with OSMA marketing team <i>(ie: to discuss education topics &amp; value for our membership)</i>	✓	✓		
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 <i>(hyperlink, contact info, and offering to OSMA members)</i>	✓ Premier placement	✓ Prominent placement	✓	✓

## EVENT PRESENCE

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



To Make Your Commitment,  
visit: [osma.org/sponsor](https://osma.org/sponsor)

Questions? Email Kyle: [kskinner@osma.org](mailto: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)*