

Ohio
State Medical
Association



2024

CORPORATE SPONSORSHIPS & ADVERTISING OPTIONS

Reach & Support Ohio's Physician Community



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 corporate partners and sponsors, our association is able to continue providing high-quality services and member benefit resources to Ohio's physician community.** Our sponsorship and advertising options help you connect with physicians through multiple channels throughout the year.

We exist to bring physicians together for a healthier Ohio, and we work to do that 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.

**To Make Your Commitment
or Ask Questions, Contact:**

Julie Metheny: jmetheny@osma.org

Sponsorship Options:

1 Corporate Partnership Sponsor

OSMA Partners get the most exposure to Ohio's physician community, and offer a specific benefit or cost-savings to our OSMA membership. **Benefits include:**

Annual Fee: \$10,000
(\$14,800 value)

OSMA Member Data Excel File

- Physician mailing addresses & phone numbers
- Approx. 9,000+ members

Your Company Logo, Link, & Information on OSMA Website

- Shown at member benefits webpage
- Include your member offer details, webpage link and direct contact information

Monthly Company Logo or Banner Ad in OSMA Newsletters

- 12 ads placed per year
- Submit your ad artwork and preferred link

Half-Page Ad in Ohio Medicine Magazine

- Printed quarterly
- All-member publication



Social Media Posts (6) with Your Logo & Link

- @OhioMedicine Twitter
- @OhioMedicine Facebook



2 Member Perks Sponsor

Achieve exposure to Ohio's physician community while still providing a specific cost-savings benefit to the OSMA membership. **Benefits include:**

Annual Fee: \$5,000
(\$7,000 value)

OSMA Member Data Excel File

- Physician mailing addresses & phone numbers
- Approx. 9,000+ members

Your Company Logo, Link, & Information on OSMA Website

- Shown at member benefits webpage
- Include your member offer details, webpage link and direct contact information

Quarterly Company Logo or Banner Ad in OSMA Newsletters

- 4 ads placed per year
- Submit your ad artwork and preferred link

Corporate Advertising Options:

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or Ask Questions, Contact:**

Julie Metheny: jmetheny@osma.org

A la Carte Options Include:

OSMA Member Data Excel File

- Physician mailing addresses & phone numbers
- Approx. 9,000+ members

\$2,500

Your Company Logo, Link, & Information on OSMA Website • 1 year

- Shown at member benefits webpage
- Include your member offer details, webpage link, and direct contact information

\$2,500
per year

Your Company Logo or Banner Ad in OSMA HealthMatters Newsletter

- 1 ad placement
- Submit your ad artwork and preferred link
- Ad size: 560px wide by 84px high

\$500
per ad

Quarterly ads
(4 qty) = **\$1,500**

Monthly ads
(12 qty) = **\$5,000**

Your Personalized Social Media Post About Your Service or Product Offerings

- @OhioMedicine Twitter
- @OhioMedicine Facebook

\$250
per post

Monthly posts
(12 qty) = **\$2,500**

Your Ad in Ohio Medicine Magazine

- Printed quarterly
- All-member publication

[See Ad Options >](#)

[View Sample Issue >](#)



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

OSMA's Membership At-A-Glance:

Total Members = 8,673

Physicians:	6,929
Residents:	761
Fellows:	228
Medical Students:	552
Practice Managers:	203

Size of Practice

50+ physicians:	40 (2%)
10-49:	193 (10%)
2-9:	871 (46%)
Solo:	783 (42%)

Years of Practice

More than 20:	88%
11-19:	3%
Less than 10:	9%

Type of Practice

Primary Care Physicians: 930

(Includes: Family Medicine, Pediatrics, & Internal Medicine—currently practicing physicians)

Specialty Physicians: 2,891

(Includes: Allergy, Anesthesia, Dermatology, Emergency Medicine, ENT, Neurology, OB/GYN, Ophthalmology, OrthopedicsPathology, Plastic Surgery, PM&R, Psychiatry, Radiology, Surgery, Urology & Other currently practicing physicians)

OSMA's Reach within Ohio's Physician Community

Annual Website Traffic



Unique Visitors:

2023 Avg per month = 6,196 users
2022 = 6,103 users
2021 = 65,359 users
2020 = 63,998 users

Ohio Medicine Magazine



Published quarterly in print and online.

Reach = 12,000 each quarter

(audience includes physicians, residents, medical students, fellows and practice managers)

Weekly E-blast Series to Members



Business Support for Your Practice:

- 2,919 recipients

Support for Your Profession:

- 7,295 recipients

Physician Advocacy Update:

- 6,371 recipients

Health Matters Monthly Recap:

- 7,116 recipients

Social Media Engagement*



@OhioMedicine

2,084 followers • Avg impressions/mo. = 151,771



@OhioMedicine

4,171 followers • Avg impressions/mo. = 3,761



@OhioStateMedicalAssociation

1,310 followers • Avg impressions/mo. = 218

Avg. Engagement Rate for organic posts = 7.9%

**Numbers based on Jan. 2022 through July 2023*