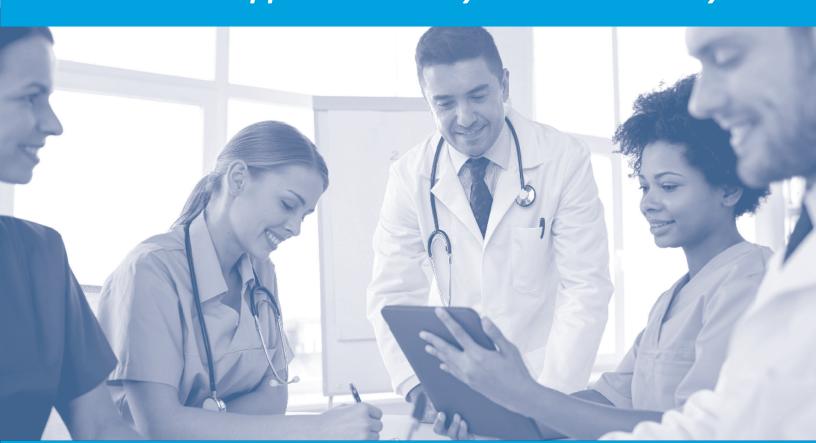


2024

CORPORATE SPONORSHIPS & 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:

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:**

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

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

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:**

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

Annual Fee: \$5,000

(\$7,000 value)

Quarterly Company Logo or Banner Ad in OSMA Newsletters

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



Corporate Advertising Options:

To Make Your Commitment 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

S250 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 Physcians: 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

Physician Advocacy Update:

• 6,371 recipients

Support for Your Profession:

• 7,295 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