



We are here.
Columbus Medical Association
Advocacy | Care | Community | Education

2021 CMA Sponsorship & Advertising Opportunities

Columbus Medical Association
1390 Dublin Road | Columbus, OH 43215
columbusmedicalassociation.org
614-240-7410

Letter From Our President

As we enter 2021, we're presented with a year of both challenges and opportunities. Despite a global pandemic and adjusting to a "new normal," the Columbus Medical Association remains optimistic and resolute in our mission.

We've seen our Central Ohio Medical Community rise to the occasion and The CMA has been there every step of the way - to advocate, to support and to lead.

For more than 100 years, our focus has been supporting physicians and our medical community for the greater good. And even as we face the biggest challenges of our lifetime, we aren't stopping now.

We're more focused than ever on supporting physicians, building their voice in the community and making change for better health. We will bring people together in this difficult time with attention to diversity, access, equality and inclusion.

Doctors can make an impact. We will make their voices heard.

We've had to adjust, you'll see more virtual offerings until we can get back to face-to-face interaction, but the quality remains stronger than ever. And our memberships more engaged than ever from our new social events to our new Women in Medicine and Culinary Medicine Communities.

We are grateful for your support of the CMA and our affiliates. The generous assistance from our sponsors allows the CMA to continue the practice of our mission and helps to contribute to our innovative program offerings. With challenges like never, community counts like never before. You can't stop now, so neither will we. Together counts more than ever.

Sincerely,



Beth Liston, MD
CMA President

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About the Columbus Medical Association



What we do together counts more than ever.

Physicians have stepped up to the challenges of 2020 in a big way and the CMA, along with our affiliate organizations, make it possible.

Here are just a few ways together has counted more than ever this year:



Leading the COVID-19 surge planning through COTS, our affiliate organization.



Making meaningful connections through our new Women in Medicine Community.



Feeding the body and soul through our new Culinary Medicine Community.



Championing diversity in medicine to overcome disparities and underrepresentation.

CMA Member Snapshot & Marketing Mix

6,000+



Physicians

400+



Residents

250+



Practice
Administrators

All Central Ohio Primary Care physicians are members

COPC is the largest physician-owned primary care group in the United States.



CMA's diverse opportunities allow you the flexibility to pick and choose the platforms that best suit your message, objectives and budget. Your brand exposure in the following three areas.

Opportunities for Package Sponsors Include:

- CMA Blog Content
- CMA Resources Content
- Quarterly Practice Manager Newsletter



CMA's Digital Advertising Options include:

- CMA Weekly E-News
- CMA Loop Message board
- Website Advertising
- CMA Community Postings

CMA's Virtual Programs & Events include:

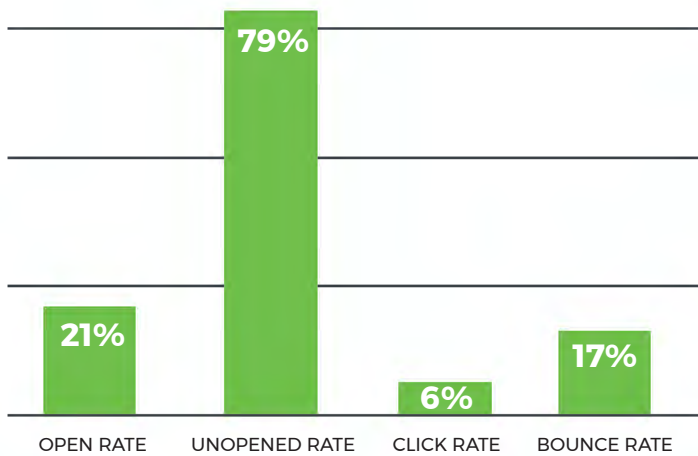
- 4 Practice Manager Luncheons
- 4 Culinary Medicine Events
- 4 Women in Medicine Events
- Medical Student Happy Hour



CMA Data Metrics

EMAIL METRICS:

59,712 SENDS



CMA LOOP:

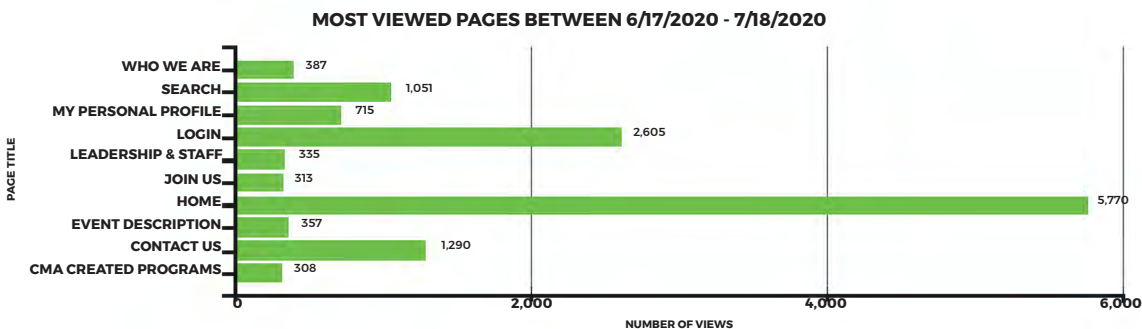
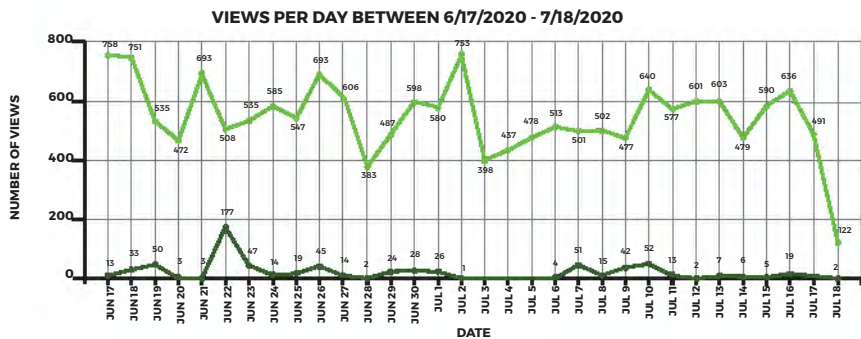
21% OPEN RATE

RE: CMA's Women in Medicine Community Work Group - ...
 By: [Anita Somani MD](#), 5 days ago
 Posted in: [CMA Loop - Physician Community](#)
 Looking forward to creating a space we can where we can share concerns, tips for making life easier and anything else the group wants. Anita Somani M.D. Past President - CMA Comprehensive Women's Care, Inc.

Two Slots Left for the 2020-2021 PLA Class
 By: [Physicians Leadership Academy - PLA](#), 15 days ago
 Posted in: [CMA Loop - Physician Community](#)
 The deadline for applying for the Physicians Leadership Academy class that begins this fall is August 15 th so there is still time for you to apply and join your central Ohio colleagues who are in the incoming class. Chances are good that you already ...

The New York Times: Major U.S. Health Insurers Report
 By: [Columbus Medical Association - CMA](#), 19 days ago
 Posted in: [CMA Loop - Physician Community](#)
 Major U.S. Health Insurers Report Big Profits, Benefiting From the Pandemic Consumers are probably entitled to millions of dollars in rebates under Obamacare rules that cap companies' profits. Read full story: - Columbus ...

CMA WEBSITE METRICS:



Package Options

CMA Package Options are designed for maximum repeated exposure and value.

YEAR LONG PACKAGE OPTIONS:	 PLATINUM \$6,000	 GOLD \$4,000	 SILVER \$2,000	 BRONZE \$1,200
Practice Managers Luncheons	4	3	2	2
Emerging Trends in Healthcare Series	3 Tickets + Presenting Sponsorship	2 Tickets + Sustaining Sponsorship	1 Ticket + Advocate Sponsorship	Choose either Emerging Trends virtual event contributing Sponsorship OR Women in Medicine/Culinary Medicine Event
NEW! Women in Medicine Virtual Event/ Culinary Medicine Virtual Event	Choose 4 virtual programs to sponsor	Choose 2 virtual programs to sponsor	Choose 1 virtual program to sponsor	
Weekly E-Newsletter	6	4	3	2
Website Banner	4 Months	3 Months	2 Months	1 Month
NEW! Community Pages Posting	3 Posts	2 Posts	1 Post	—
CMA Loop Online Community	6 Posts	4 Posts	3 Posts	2 Posts
Practice Manager Quarterly Newsletter	6 Posts	4 Posts	—	—
CMA Resources Content	Yes	—	—	—
CMA Blog Content	Yes - 4	Yes - 2	—	—
Sponsor Spotlight	Yes	Yes	Yes	—

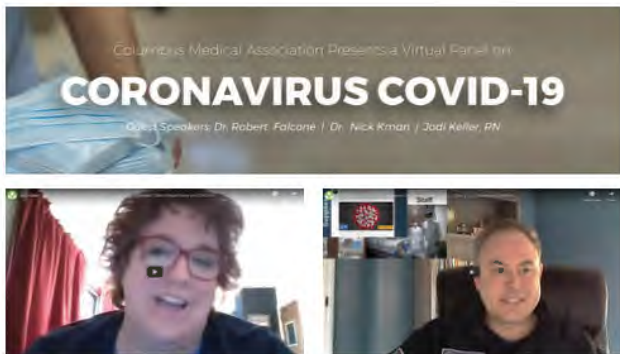
Ala Carte Options available on following pages



Ala Carte Opportunities

EMERGING TRENDS IN HEALTHCARE

The CMA's Emerging Trends in Healthcare program is developed each year to help physicians stay informed on trends that affect their profession, their patients and the community.



PRICING	
Platinum Presenting	\$1,000
Gold Sustaining	\$800
Silver Advocate	\$500
Bronze Contributing	\$300

PRACTICE MANAGER LUNCHEONS

The CMA regularly welcomes Practice Managers from across Central Ohio throughout the year for a tasty lunch and chance to connect while learning about a specific topic related to their field. Sponsors of these luncheons are invited to attend, give an introduction, draw a door prize, and speak at the event.



PRICING	
2-Minute Intro & Gift Item	\$300

CMA COMMUNITY POSTING

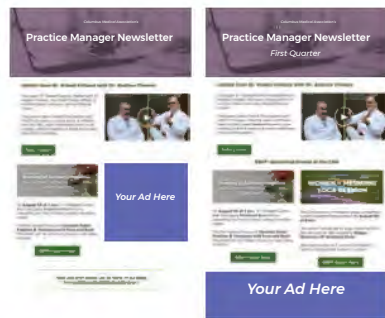
CMA Communities are an exciting new way to engage physicians and connect over specific impactful topics of shared interest. We have recently launched our Women in Medicine and Culinary Medicine Communities. The former brings together women physicians across specialties to provide an environment that fosters togetherness, unity, and mentorship. The latter grew from an increasing interest from physicians on how diet impacts health/wellness and aims to provide nourishment for the soul and the body.



PRICING	
5 Posts	\$500
3 Posts	\$300
1 Post	\$100

PRACTICE MANAGER QUARTERLY NEWSLETTER

Our new quarterly newsletter offers the chance to connect directly to practice managers and is focused on the hot-button topics that appeal to these front-line decision makers. Sponsors can place an ad/share information about their products and services that reaches directly to the front of office.



PRICING	
5 Posts	\$500
3 Posts	\$300
1 Post	\$100



Ala Carte Opportunities

CMA WEEKLY E-NEWS

CMA's weekly E-Newsletter is sent to a distribution list of over 6,000 physicians, residents, and practice administrators.

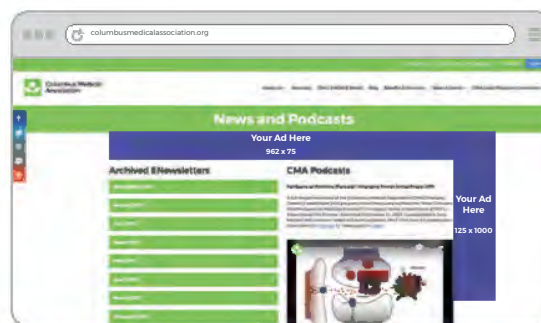


PRICING	
5 Posts	\$1250
3 Posts	\$1000
1 Post	\$350

CMA WEBSITE

The physician community is often directed to the CMA website for access to resources, our physician directory, the CMA Loop online physician community, calendar information, and CMA|ENGAGE volunteer opportunities. Sponsors have the opportunity to place their logo/ad in prominent, eye-catching spot of the CMA website.

Options: Interior Top or Interior Side



PRICING	
3 Months	\$500
1 Month	\$300

CMA LOOP: A PHYSICIAN COMMUNITY

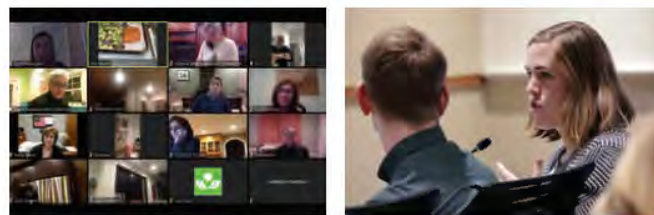
Our online community is designed to connect the central Ohio physician community with one another. The value of placing an ad in the CMA Loop is that your post will be included with the "CMA Loop Digest" along with the post from a physician and/or the CMA.



PRICING	
5 Posts	\$500
3 Posts	\$300
1 Post	\$100

MEDICAL STUDENT HAPPY HOUR:

This informal (currently virtual) event offers the next generation of Central Ohio physicians the change to connect and interact around shared interests and hot-button issues impacting those just entering the medical field. Sponsors have the opportunity to attend, engage, and interact with attendees in addition to presenting information/speaking about their product or services.



PRICING	
Attend & Present - \$350	

2021 CMA Sponsorship/Advertising Agreement

COMPANY CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

SPONSORSHIP PACKAGE OPTIONS

 Platinum (\$6,000)  Gold (\$4,000)  Silver (\$2,000)  Bronze (\$1,200)

Ala Carte Options: _____

PAYMENT METHOD

Check Visa Mastercard AMEX

Total Amount: \$ _____

Card Number: _____ Name on Card: _____

Expiration Date: _____ CVC: _____

Contract Terms & Conditions: By signing below, the Company agrees that if selected as a CMA Sponsor, it and all its employees and agents will work in concert with the CMA and its representatives. The CMA reserves the right to reject any advertising in our newsletter or website, or to decline to contract with any sponsor for any reason. CMA also reserves the right to require the word "advertisement" to appear in any ad. Notwithstanding the foregoing, sponsors are solely responsible for the content of, and any claims or assertions made in advertisements. All special event credits must be applied to events occurring during the year of 2021. Sponsorship packages are non-refundable, and cancellation of this contract may result in early termination fees. This sponsorship contract is not binding upon CMA until and unless signed below by a representative of CMA. If accepted, the CMA will fax or mail a signed copy of this contract to the company contact person.

Signature of Company Representative _____ Date _____

Signature of CMA Representative _____ Date _____