



## 2018 Media Kit for AOMA Business Partners

### **General Information**

Arizona Osteopathic Medical Association  
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Phoenix, AZ 85016  
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<http://www.az-osteo.org>

### **Business Partners Contact**

Janet Weigel  
602-266-6699  
[janet@az-osteo.org](mailto:janet@az-osteo.org)

### **Representing Arizona's DOs for 96 years**

Osteopathic Medicine in Arizona is a rapidly expanding field. Over 2,600 osteopathic physicians (DOs) are licensed to practice in Arizona. In addition, there are two osteopathic medical schools in the state and numerous residency training programs. The Arizona Osteopathic Medical Association (AOMA) represents and provides a common voice for DOs across the state.

### **What is a DO?**

In the world of medicine, there are osteopathic (DO) and allopathic (MD) philosophies. Doctors from both philosophies can practice in all of the same fields of medicine, from brain surgery to delivering babies. The difference is that doctors of osteopathic medicine focus on treating the patient as a “whole person” rather than focusing on just treating specific symptoms.

### **Reach our Members!**

The AOMA offers advertisers a variety of ways to reach our members. Take advantage of the following avenues to increase your business:

[\*AOMA Digest \(journal\) – Page 2\*](#)

[\*AOMA Dispatch \(e-newsletter\) – Page 3\*](#)

[\*Convention Program – Page 4\*](#)

[\*Fall Seminar Program – Page 5\*](#)

[\*Online Membership Handbook & Directory – Page 6\*](#)

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## 2018 Media Kit for AOMA Business Partners

### AOMA Digest

The *AOMA Digest* is published three times a year in both print and digital formats to more than 2,600 physicians, health professionals, health agency executives, hospital administrators and medical schools. The journal contains news and information about the profession and its members, articles of interest to practicing physicians, legislative and regulatory developments, education, and upcoming events.

#### ***Deadlines***

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All advertising agreements and materials are due **30 days prior** to publication date. Note: Publication dates are subject to change at the sole discretion of the AOMA.

	<u>Material Due Date</u>	<u>Publication Date</u>
Winter Edition	January 10, 2018	February 15, 2018
Summer Edition	June 10, 2018	July 15, 2018
Fall Edition	September 10, 2018	October 15, 2018

#### ***Specifications***

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All advertising artwork must be camera-ready PDF or JPG. Email files to [janet@az-oste.org](mailto:janet@az-oste.org).

Additional work required to format artwork or disks will be charged to the advertiser at the prevailing hourly rate. Design assistance is available at the rate of \$50 per hour; minimum charge \$50.

Format:	2 column editorial width
Trim size:	8.5 x 11
Printing process:	Sheet-fed offset
Binding method:	Saddle stitch

#### ***Rates***

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Inside Cover, full-color only (Front & Back)	\$800	1/3 page - b&w (2 1/8 x 10)	\$250
Back Cover, full-color only (1/2 Page only)	\$600	1/3 page - color (2 1/8 x 10)	\$550
Full page - b&w (7 x 10)	\$400	1/4 page - b&w (3 3/4 x 4 1/2)	\$200
Full page - color (7 x 10)	\$700	1/4 page - color (3 3/4 x 4 1/2)	\$500
Half page - b&w (6 3/4 x 4 1/2)	\$275		
Half page - color (6 3/4 x 4 1/2)	\$575		

#### ***AOMA Business Partner Discount***

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- 15% off when purchasing an ad for a single issue
- 30% off when purchasing an ad for the full year (three issues)



## 2018 Media Kit for AOMA Business Partners

### AOMA Dispatch

Published monthly, the AOMA Dispatch is an electronic newsletter sent to approximately 2,600 osteopathic physicians, office managers, and other healthcare professionals. The AOMA Dispatch covers timely topics in healthcare as well as association news.

#### ***Deadlines***

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All advertising agreements and materials are due **30 days prior** to publication date. Note: Publication dates are subject to change at the sole discretion of the AOMA.

#### **Material Due Date**

Rolling deadline – due the 15th of the month of publication

#### **Publication Date**

Last Friday of the month, except December (Friday before Christmas)

#### ***Specifications***

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Send PNG or JPG files to [janet@az-oste.org](mailto:janet@az-oste.org).

Additional work required to format artwork will be charged to the advertiser at the prevailing hourly rate.

#### ***Rates***

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Ad size (3 in by 4.5 in)	\$150 per month
	\$375 per quarter

#### ***AOMA Business Partner Discount***

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- 15% off when purchasing an ad per month
- 30% off when purchasing an ad per quarter



## 2018 Media Kit for AOMA Business Partners

### Annual Convention Program

The program is published during the AOMA’s Annual Convention in the spring – the largest gathering of osteopathic medical professionals in Arizona - and is distributed to over 600 attendees. This “must-have” publication contains the detailed schedule of the convention, faculty biographies, and exhibitor information.

#### *Deadlines*

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All advertising agreements and materials are due **30 days prior** to publication date. Note: Publication dates are subject to change at the sole discretion of the AOMA.

<u>Material Due Date</u>	<u>Publication Date</u>
March 1, 2018	April 1, 2018

#### *Specifications*

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All advertising artwork must be print-ready PDF or JPG files. Email files to [janet@az-osteo.org](mailto:janet@az-osteo.org).

Additional work required to format artwork or disks will be charged to the advertiser at the prevailing hourly rate.

Format:	2 column editorial width
Trim size:	5.5 x 8.5
Printing process:	Sheet-fed offset
Binding method:	Saddle stitch

All Convention Program Advertisers will receive recognition on the AOMA Convention webpage for up to three months following the date advertising contract is finalized up until the date of the convention.

#### *Rates*

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Full Page	\$550	Inside Back Cover	\$650
Inside Front Cover	\$650	Back Cover	\$750

#### *AOMA Business Partner Discount*

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- 15% off when purchasing an ad in the Convention program
- 30% off per ad when purchasing ads in the Convention and Fall Seminar programs



## 2018 Media Kit for AOMA Business Partners

### Fall Seminar Program

The program is published during the AOMA Fall Seminar held in Tucson, Arizona each November. It is distributed to over 200 attendees at the second largest gathering of the osteopathic medical profession in Arizona. This “must-have” publication contains the detailed schedule of the Seminar, faculty biographies, and exhibitor information.

#### *Deadlines*

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Note: Publication dates are subject to change at the sole discretion of the AOMA.

<b><u>Material Due Date</u></b>	<b><u>Publication Date</u></b>
October 22, 2018	November 6, 2018

#### *Specifications*

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All advertising artwork must be print-ready PDF or JPG files. Email files to [janet@az-osteo.org](mailto:janet@az-osteo.org).

Additional work required to format artwork or disks will be charged to the advertiser at the prevailing hourly rate.

Format:	2 column editorial width
Trim size:	5.5 x 8.5
Printing process:	Sheet-fed offset
Binding method:	Saddle stitch

All Fall Seminar Program Advertisers will receive recognition on the AOMA Seminar webpage for up to three months following the date advertising contract is finalized up until the date of event.

#### *Rates*

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Full Page	\$475 (black & white only)	Inside Back Cover	\$575 (4-color)
Inside Front Cover	\$575 (4-color)	Back Cover	\$625 (4-color)

#### *AOMA Business Partner Discount*

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- 15% off when purchasing an ad in the Fall Seminar program
- 30% off per ad when purchasing ads in the Convention and Fall Seminar programs



## 2018 Media Kit for AOMA Business Partners

### Online Membership Handbook and Directory

The AOMA website has long hosted the “Find a Physician” search on the website, which enables the public and AOMA members to find up-to-date contact information for all current AOMA members. In addition, AOMA publishes the Membership Handbook in an electronic format – both in a digital interactive publication and a downloadable Adobe PDF. All AOMA members will receive a copy of this Handbook via email.

#### *Deadlines*

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All advertising agreements and materials are due **30 days prior** to publication date. Note: Publication dates are subject to change at the sole discretion of the AOMA.

<u>Material Due Date</u>	<u>Publication Date</u>
February 1, 2018	March 1, 2018

#### *Specifications*

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All advertising artwork must be print ready PDF or JPG file format. Email files to [janet@az-oste.org](mailto:janet@az-oste.org).

Additional work required to format artwork or disks will be charged to the advertiser at the prevailing hourly rate.

Digital format: 8.5” x 11”

All Online Membership Handbook Directory Advertisers will receive recognition on both the Online Member Directory and the “Find a Physician” webpages on the AOMA website for a full year.

#### *Rates*

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Full Page      \$500

#### *AOMA Business Partner Discount*

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AOMA Business Partners receive a **complimentary** advertisement in the Online Membership Handbook and Directory!

The deadlines and specifications above also apply to Business Partner ads.



## 2018 Media Kit for AOMA Business Partners

### Website

The Arizona Osteopathic Medical Association’s website – located at <http://www.az-osteo.org> – features the latest medical alerts, a Calendar of Events including both AOMA events and other relevant community programs, “Find a Physician” searchable database, and the latest legislative updates.

### Deadlines

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All advertising agreements and materials are due **30 days prior** to publication date. Note: Publication dates are subject to change at the sole discretion of the AOMA.

#### **Material Due Date**

Rolling deadline – due 10 days preceding run

#### **Publication Date**

10 days after materials are received

### Specifications

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Send PNG or JPG files to [janet@az-osteo.org](mailto:janet@az-osteo.org).

Additional work required to format artwork will be charged to the advertiser at the prevailing hourly rate.

Ads may be placed on specific pages of the website. Please contact the AOMA office for more details.

### Rates

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Box (125px x 125 px) \$150 per month  
\$375 per quarter

Banner (100px x 350px)

\$300 per month  
\$750 per quarter

### AOMA Business Partner Discount

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- 15% off when purchasing an ad per month
- 30% off when purchasing an ad per quarter



## 2018 Media Kit for AOMA Business Partners

### *Networking / Townhall Meeting Sponsorship – Dates TBD*

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AOMA provides periodic activities for its members to network and gather to learn and converse about healthcare policy and receive updates about the practice of medicine. Sponsorship of these meetings are limited, and sponsors are responsible for helping cover the cost of the amenities, food and drinks provided.

### *Annual Convention Sponsorship – April 11-15, 2018*

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#### **Event Sponsorship**

AOMA Board Meeting	\$ 2,500
Refreshment Breaks (9 available)	\$ 1,500
Continental Breakfast (5 available)	\$ 5,000
Product Theatre Luncheon	\$10,000
Clinical Case & Poster Competition Lunch	\$10,000
Osteopathic Family Party & Silent Auction	\$10,000

*All sponsors are recognized in the general sessions, with signage displayed at the venue, listed in the onsite event program, and in the AOMA Digest.*

### *Fall Seminar Sponsorship – November 10 & 11, 2018*

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<b>Breakfast</b> (Saturday or Sunday morning)	\$2,500
<b>Cocktail reception</b> (Saturday evening)	\$2,500
<b>Luncheon</b> (Saturday or Sunday)	\$6,500

*All sponsors are recognized in the general sessions, with signage displayed at the venue, listed in the onsite event program, and in the AOMA Digest.*

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***AOMA Business Partners receive priority access to all sponsorship opportunities!***





## 2018 Media Kit for AOMA Business Partners

### Annual Convention Exhibitor Booth

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#### **Exhibit Schedule**

**Move-in:** Wednesday, April 11, 2018: 12:00 pm to 6:00 pm

Exhibit space includes:

- One 6' draped table, two chairs, wastebasket, and booth signage
- Convention attendee lists
- Breakfast, refreshment breaks, and box lunch served in Exhibit Hall
- Networking cocktail reception in Exhibit Hall
- Recognition in the annual convention program and AOMA Digest
- Exhibitor Prize Drawing (Must be present to win.)

#### ***Exhibit Hours:***

Thursday, April 12, 2018: 7:00 am to 5:00 pm & Friday, April 13, 2018: 7:00 am to 12:00 pm

#### **Table Top Exhibit Fees**

	<b>Early Bird until February 11, 2018</b>	<b>Regular after February 11, 2018</b>
Premium Location	\$1,400	\$1,500
Standard Location	\$1,100	\$1,200

### ***Fall Seminar Exhibitor Booth***

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#### **Exhibit Schedule**

**Move-in:** Saturday, November 10, 2018: 6:30 am to 7:00 am

Exhibit space includes:

- One 6' draped table, two chairs, wastebasket, and booth signage
- Seminar attendee lists
- Breakfast and refreshment break served in Exhibit Hall
- Recognition in the fall seminar program and AOMA Digest

#### ***Exhibit Hours:***

Saturday, November 10, 2018: 7:00 am to 12:00 pm

**Table Top Exhibit Fee**      \$435

### ***AOMA Business Partner Discount***

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- 15% off when purchasing an exhibit table for either the Annual Convention or Fall Seminar
- 30% off per table when purchasing exhibit tables for both events