



Media Kit

2024-2025

The Medical Association of Atlanta (MAA) is a non-profit association founded in 1854 dedicated to the advancement of organized medicine in the Atlanta, Georgia area. The MAA is the largest county medical society in Georgia, representing a diverse group that focuses on developing physician leadership and meeting the needs of physician leaders.

Sponsorship

The Medical Association of Atlanta offers sponsors a comprehensive 3-tiered program providing company promotion, unlimited advertising opportunities, face-to-face contact, event recognition and discounts.

Advertising Opportunities

If sponsorship isn't possible for you at this time, the Medical Association of Atlanta offers ad hoc opportunities to advertise your business across various communications channels and social media platforms. We have weekly and quarterly newsletters, a 6x/year print magazine, emails, a presence on Facebook, LinkedIn, Instagram, Twitter and YouTube, and relationships with other nonprofit associations to share your message with the largest audience possible.

Why MAA?

Reach 2500+ members and a growing list of sponsors

61% average open rate of emails, latest Sponsored ad had a 72% open rate

23% average click rate of emails

Partner with Medical Association of Georgia and other associations to spread your message

Check out our social channels:



Sponsorship

The Medical Association of Atlanta offers sponsors a comprehensive 3-tiered program providing company promotion, unlimited advertising opportunities, face-to-face contact, event recognition and discounts.

MAA Members – Sponsors receive access to the MAA’s diverse membership base of ~2,000 members that serve as both potential customers and partners for your brand.

MAA Events – Sponsors benefit from the brand visibility while networking with MAA physician members at various MAA remote and in-person events.

MAA Journal – Sponsors are recognized in the official journal of the MAA, ATLANTA Medicine. This publication mails to the MAA’s full membership 6 times a year.

MAA Media/ Online – Sponsors are promoted through MAA’s primary communication tool – maa-assn.org, across MAA social media channels including Facebook, Twitter, LinkedIn and YouTube, as well as in all MAA promotional, advertisements, and event marketing material with additional opportunities to share unlimited content or advertisements upon request, including MAA’s Weekly Newsletter or MAA Quarterly Newsletter (both with an open rate above 60%).

Sponsorship opportunities are available at the following levels:

- **Platinum**
- **Gold**
- **Silver**

More information on the specifics of each level, including cost and benefits per tier, is available on the following page.

Platinum (Cost - \$12,000)

- Events - 8 guests for each function, opportunity to speak at one MAA Board Meeting or Board Retreat
- Event Recognition
 - Onsite Signage – with display space
 - Event Program – logo and 50-word company description/statement
 - Introduction – 1 minute introduction of company at event
- Atlanta Medicine – logo and 50-word company description (including website) on Sponsor Page, discounted advertising rate of 1 free full page ad in Atlanta Medicine with the purchase of 5 full page ads
- MAA-assn.org – logo and 50-word company description appearing on web site's Sponsor Page
- Option to place article in any MAA Newsletter (4/year), Priority placement in MAA Weekly News Recap

Gold (Cost - \$6,000)

- Events – 4 guests for each function, opportunity to speak at one MAA Board Meeting (may be virtual)
- Event Recognition
 - Event Program – logo and company name
 - Introduction – company recognized as sponsor by MAA Exec. Director
- Atlanta Medicine – company name and 25-word company description (including website) on Sponsor Page, discounted advertising rate of 1 free half page ad in Atlanta Medicine with the purchase of 5 half page ads
- MAA-assn.org – logo and 25-word company description appearing on web site's Sponsor Page
- Option to place article in 2 MAA Newsletters/year

Silver (Cost - \$3,000)

- Events – 2 guests for each function
- Event Recognition
 - Onsite Signage – company name listing
 - Event Program – company name
 - Introduction – company recognized as sponsor by MAA Exec. Director
- Atlanta Medicine – company listing including website on Sponsor Page, discounted advertising rate of 1 free 1/3rd page ad in Atlanta Medicine with the purchase of 5 1/3rd page ads
- MAA-assn.org Company listing including website link on Sponsor Page
- Option to place article in 1 MAA Newsletter/year

Advertising

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Ad Hoc Emails:

Sponsored Email: \$500 / email

MAA Communication:

Quarterly Newsletter Ads: \$500 / newsletter

Weekly Newsletter Ads: \$250 / newsletter (discount for multiple weeks)

Website Placement:

Ads: \$100 / month

Practice Announcement Package:

Feature across MAA platforms (social, individual email, Weekly/Quarterly newsletters)

MAA Members: \$500

Non Members: \$1000

Social Media:

Promotional Content: \$250 / post

In-Person Events:

Non Sponsor: \$2,000

Print Magazine:

Contact John Sawyer (jsawyer@sawyerdirect.com)

Contact Information

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