

Medical Society of the District of Columbia



2019 Corporate Partnership & Advertising

CONNECTING WITH THE DC PHYSICIAN COMMUNITY

The Medical Society of the District of Columbia

The Medical Society is the primary voice of physicians practicing in our nation's capital. For more than 200 years, MSDC has represented metropolitan Washington physicians before the DC government and to healthcare stakeholders. MSDC's physician community numbers almost 2,700 members from all medical specialties, practicing in a variety of settings including independent practice, group practice or employment at the area's major health systems.

MSDC supports physicians professionally and personally by providing resources to improve their practice and meet individual needs. The membership meets for its annual meeting in the fall and interest groups focused on women physicians, early career physicians, practice management and other topics meet throughout the year. In addition to in-person events, MSDC communicates via electronic newsletter, social media and direct mail.

MSDC offers a range of la carte advertising and long-term marketing or partnership opportunities to businesses and practices that provide services and programs designed for physicians and patients. Read on to learn more or contact MSDC.

Corporate Partnership	Page 3-6
Advertising	Page 7
Application	Page 8

For further information, contact:

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The Physician Community in Washington, DC

- District physicians generate \$8 billion in economic activity and create 34,349 jobs.
- In the District of Columbia, there are more than 10,000 licensed physicians (MD, DO)
- Approximately 4,000-5,000 physicians (MD, DO) actively practice medicine in DC.

Note: The benefits and fees in this brochure are subject to change and availability. Benefits and fees are not final until application and payment have been received and approved by the Medical Society of DC.

2019 MEDICAL SOCIETY PARTNERSHIP

Corporate partnership is available to individuals, organizations, practices or businesses which support the mission of the Medical Society.

If your organization provides services and programs to benefit physicians, practices and/or patients, MSDC can help you increase your exposure to and build long-term, trusted relationships with the Washington, DC physician community. If you are a physician practice or society of doctors, partnership can help you increase connections and prestige in the broader physician community and among DC healthcare stakeholders. Year-long marketing and advertising packages offer exposure to insurance, finance, technology, pharmaceutical and related businesses.

Benefits of partnership include:

Visibility and Thought Leadership in the Physician Community

- ▶ Your content featured through social media platforms and MSDC website
- ▶ Hosting a webinar or podcast on your area of expertise
- ▶ Publishing white papers, articles or other content on critical physician issues

Face-to-Face Physician Interaction and Promotion

- ▶ Attend events and network with doctors and medical staff
- ▶ Exhibit at events and promote unique services
- ▶ Sponsor events (on a shared or exclusive basis)
- ▶ Events include targeted interest group events, Board of Directors meetings or annual meeting

Advertising and Brand Recognition in Multiple Media

- ▶ Promotion of products, services, programs or events in MSDC newsletter, website or on social media
- ▶ Limited opportunities to distribute dedicated email to members or event attendees
- ▶ Logo placement throughout MSDC communications and website
- ▶ Sponsoring or advertising at events (on shared and exclusive basis)
- ▶ Co-brand materials with the Medical Society

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PARTNERSHIP LEVELS

There are a variety of long-term partnership opportunities designed to help promote visibility and thought leadership, create face-to-face physician interaction and promotion, advertise and boost brand recognition.

Millennium (\$20,000)

For healthcare industry leaders who want to showcase their strategic healthcare positioning through premium exposure to the physician community and stakeholders. This level allows customized benefits and opportunities to participate in strategic planning with local and national leaders.

Key features: Customized benefit or feature highlighting your organization. (e.g. branded gift for members; special feature on website) • Participate in strategic discussions or planning with local and national physician leaders • Potential exclusivity or special endorsement (upon completing due diligence) • Cross-market, targeted outreach based on public health interests and objectives • Featured sponsorship of MSDC physician events • Sponsorship of an MSDC physician interest section

1817 Society (\$10,000)

For established healthcare businesses seeking to differentiate themselves and their competitive strengths through enhanced visibility in medical community, specialized communication and outreach, and strong face-to-face interaction and exposure to physicians.

Key features: Multiple complementary face-to-face opportunities with physicians • High-profile logo placement across MSDC platforms • Regular social media exposure

Specialist Level (\$7,000)

For businesses wishing to maintain a strong profile in physician community through increased visibility, thought leadership and some face-to-face physician interaction

Key features: Enhanced newsletter advertising and communications • Multiple face-to-face opportunities with physicians • Some social media opportunities

Primary (\$3,750)

For semi-established businesses who want to maintain exposure within the physician community, but requiring minimal face-to-face interaction.

Key features: Newsletter advertising • Some event opportunities

Charter (\$1,500)

For starting or small businesses looking to increase visibility within the DC physician community.

Key feature: Affiliation with the Medical Society and other DC healthcare leaders.

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AT-A-GLANCE COMPARISON OF CORPORATE PARTNERSHIPS

	Charter \$1,500	Primary \$3,750	Specialist \$7,000	1817 Society \$10,000	Millenium \$20,000
MSDC Newsletter Recognition and Advertising					
Newsletter Ads		1 quarter page ad	2 quarter page ads	4 banner ads	quarter page ad in each edition
Event Listings		1	4	10	unlimited
Logo in each edition		Yes	Yes	Yes, premium placement	Yes, premium placement
Content Piece in Newsletter			1	2	5
Enhanced Communications					
Info included in member packets	Yes	Yes	Yes	Yes	Yes+ branded benefit/ gift
Labels for direct mailing			1 (\$100-400 fee)	1 (no fee)	2 (no fee)
Email blast				1	3
MSDC Multimedia Opportunities					
Website listing	Yes	Yes	Yes	Yes, premium placement	Yes, premium placement
Social Media			1 post/quarter	1 post/month	1 post/week
Logo on Online Sponsor Banner	Yes	Yes	Yes	Yes, premium placement	Yes, premium placement
MSDC Homepage ad				3 months	All year
Event Opportunities					
Shared Event Sponsorship		1 (\$250 fee)	1 share (no fee) OR 1 exclusive (\$250 fee)	2 share (no fee) OR 1 exclusive (no fee)	Section sponsorship, 3 exclusive (no fee)
Exclusive Event Sponsorship			1 (\$300-600 fee)	1 (no fee)	1 (no fee)
Board Meeting Sponsorship					
Annual Meeting Sponsorship	May attend at member rate	1 free registration	\$500 discount OR 3 free registrations	\$1,000 discount OR 5 free registrations	\$4,000 discount AND 5 free registrations

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MSDC Board Meetings

The MSDC Board of Directors consists of physician leaders from DC's major health systems and sectors. Ability to present at MSDC board meetings depends on partnership level. Below are the scheduled 2019 board meeting dates.

Monday, April 22, 2019

Monday, June 24, 2019

Monday, September 23, 2019

Monday, December 9, 2019

Meetings are held at MSDC headquarters with dinner at 6:00 PM, presentation at 6:30 PM

eNewsline Editorial Calendar

MSDC's eNewsline is published on Fridays on a semimonthly schedule, except for a modified summer and year-end schedule. External content is due to Duryea@msdc.org by close of business (4:30 PM) on the Wednesday directly preceding the Publication Date.

	External Content Deadline	Publication Date
<i>January 2019</i>	01/09/2019	01/11/2019
	01/23/2019	01/25/2019
<i>February 2019</i>	02/06/2019	02/08/2019
	02/20/2019	02/22/2019
<i>March 2019</i>	03/06/2019	03/08/2019
	03/20/2019	03/22/2019
<i>Doctors Day message</i>	N/A	03/30/2019
<i>April 2019</i>	04/03/2019	04/05/2019
	04/17/2019	04/19/2019
<i>May 2019</i>	05/01/2019	05/03/2019
	05/15/2019	05/17/2019
<i>June 2019</i>	06/05/2019	06/07/2019
	06/26/2019	06/28/2019
<i>Summer 2019</i>	07/18/2019	07/19/2019
	08/15/2019	08/17/2019
<i>September 2019</i>	09/04/2019	09/06/2019
	09/18/2019	09/20/2019
<i>October 2019</i>	10/02/2019	10/04/2019
	10/16/2019	10/18/2019
<i>November 2019</i>	10/30/2019	11/01/2019
	11/13/2019	11/15/2019
<i>December 2019</i>	12/04/2019	12/06/2019
	12/18/2019	12/20/2019
<i>2019 Annual Report</i>	N/A	01/01/2020

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MSDC Advertising Rate Card

MSDC's *eNewsline*, the newsletter of the Medical Society of the District of Columbia (MSDC), is published semimonthly as an electronic newsletter, distributed by email. *eNewsline* distribution includes the majority of the Medical Society's almost 2,700 members, primarily physicians who practice in the metropolitan DC area. MSDC also offers online advertising on the www.msdc.org website.

ENewsline Advertising

The rates listed are per placement. Special discounts are available for advertisers who commit to multiple ad placements.

	Single Placement	Bundle of 4
Jumbo Banner	\$300	\$1,080
Quarter Page	\$250	\$950
Business Card	\$125	\$450
Real Estate Listing	\$200*	\$700
Event or Job Listing (100+ words)	\$150*	\$400
Classified Ad (50 - 100 words):	\$100*	\$300*

**free to MSDC Active members*

Specifications: Ad sizes are as follows

- Jumbo Banner 590 W x 140 H pixels
- ¼ page Cube: 225 W x 325 H pixels (3" x 4.33")
- Business card ad: 175 W x 140 H pixels (2.33" x 1.87")

Website Advertising

The rates for website advertising are based on the duration of the posting. Members, Corporate Partners and 1817 Society Partners receive preferred placement.

	1 Week Run	4 Week Run
Classified Ad (50 - 100 words)	\$100*	\$300
Event or Job Listing (over 100 words)	\$150*	\$400
Product Listing	\$200	\$750

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1250 23rd Street, NW
Suite 270
Washington, DC 20037

Telephone: 202.466.1800
Fax: 202.452.1542
<http://www.msdc.org>

APPLICATION FOR PARTNERSHIP/ADVERTISING

DESIGNATED CONTACT INFORMATION

Organization _____

Contact Name _____

Address _____

Email _____ Phone _____ Fax _____

ADVERTISING

- | | | | |
|---------------------------|--|--|--|
| Newsletter Ad Type | <input type="checkbox"/> Jumbo banner (\$300) | <input type="checkbox"/> Quarter page (\$250) | <input type="checkbox"/> Business card (\$125) |
| | <input type="checkbox"/> Real estate listing (\$200) | <input type="checkbox"/> Event/job listing (\$150) | <input type="checkbox"/> Classified (\$100) |
| Website Ad Type | <input type="checkbox"/> Product listing (\$200) | <input type="checkbox"/> Event/job listing (\$150) | <input type="checkbox"/> Classified (\$100) |

No. of Placements _____ Ad Run (dates) _____

Cost of Ad \$ _____ (ads must be prepaid)

CORPORATE PARTNERSHIP

Please select the level of partnership below and dollar amount:

- | | |
|--|---|
| <input type="checkbox"/> Charter Level (\$1,500 Annual) | <input type="checkbox"/> 1817 Society (\$10,000 Annual) |
| <input type="checkbox"/> Primary Level (\$3,750 Annual) | <input type="checkbox"/> Millennium (\$20,000 Annual) |
| <input type="checkbox"/> Specialist Level (\$7,000 Annual) | |

Note: There is a one-time \$250 administrative fee for new partners

GOALS: Please indicate what your organization does and wants to accomplish through partnership.

PAYMENT

Issue check payable to: Medical Society of the District of Columbia and mail to MSDC, Accounting, 1250 23rd Street NW, Suite 270, Washington, DC 20037. To pay by credit card (VISA, MasterCard, American Express) complete below and return by fax (202-452-1542) email (duryea@msdc.org), or call 202-466-1800.

Dollar Amount: _____ Name on card: _____

Credit Card #

Exp. Date: (Required) _____ Security Code: (Required) _____

Signature of Applicant _____ Date _____

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