

## ANNUAL CORPORATE PARTNERSHIP

### About the Medical Society of the District of Columbia

The Medical Society of the District of Columbia (MSDC)'s membership numbers over 2,600 physicians, the majority of whom are licensed to practice in the Washington, DC metropolitan area. MSDC members practice a wide range of specialties and include physicians in independent practice, group practice or employed by the major health systems in the District.

### Corporate Partnerships

MSDC partners with businesses that provide services and programs to benefit physicians, practices and patients. The Corporate Partnership program includes a range of exhibiting, advertising and custom marketing opportunities to increase exposure to DC physicians and build long-term, trusted relationships. Corporate Partners include local businesses and national leaders such as ProAssurance, SunTrust Bank and Pfizer.

There are a variety of partnership opportunities, including the Primary, Specialist and 1817 Society levels. The partnership runs on an annual basis and is renewable from year to year. Annual benefits and cost of these programs are outlined below:

### **1817 Society (\$5,000 or more\*)**

*Includes all the benefits below, plus benefits of the Specialist and Primary levels:*

- 2 additional quarter-page ads in *eNewsline* and Annual Meeting program
- Direct mailing to membership including discounted membership labels (targeted or whole) and labor
- Attendee lists for events sponsored in whole or in part
- Invitation to attend, without additional cost, a Board of Directors meeting (\$350 savings)
- \$500 off Annual Meeting Sponsorship

*\*Additional benefits—a complimentary Annual Meeting exhibit table, custom direct mailings and blast email and other benefits—are available to 1817 Society members above the \$5,000 level.*

### **Specialist Level (\$3,000)**

*Includes all the benefits below, plus benefits of the Primary level:*

- Topic-specific article or one month Member Spotlight run in *eNewsline* (with editorial approval)
- 1 additional Quarter-page ad in MSDC *eNewsline* (available for upgrade)
- Up to 10 event listings in MSDC *eNewsline*
- Preferred Booth Location at Annual Meeting if exhibiting
- \$200 off Annual Meeting Sponsorship
- 1 copy of the Washington Physicians Directory
- Ability to purchase membership labels (targeted or whole) for one-time use only at 35% discount (labels are only available to Corporate Partners)
- Marketing Materials distributed within New Member Packets
- Opportunity to sponsor Board of Directors meetings (\$350 additional cost)
- Sponsorship opportunity for specific social events and seminars

### **Primary Level (\$2,000):**

*Includes all the benefits listed below:*

- Website listing on [Corporate Partners web page](#), including logo and description
- Logo placement in Corporate Partner banner on MSDC homepage
- \$100 off Annual Meeting sponsorship
- 1 Quarter-page ad in MSDC *eNewsline* (available for upgrade)
- 1 event listing in MSDC *eNewsline*
- A one year subscription to MSDC *eNewsline*
- Your organization's logo placed in MSDC recruitment and new-member packets
- Business Development/Marketing consultation: Develop a targeted marketing program to reach physicians in the District
- Ability to Co-Brand Marketing Materials (with both parties' approval)

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For more information on our updated corporate membership program, contact **Pia Duryea at 202.355.9414 or email at [duryea@msdc.org](mailto:duryea@msdc.org)**. Visit our MSDC's website at [www.msdc.org](http://www.msdc.org) to look into companies already participating with the Medical Society.



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Washington, DC 20037

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

# APPLICATION FOR CORPORATE PARTNERSHIP

## DESIGNATED CONTACT INFORMATION

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web address \_\_\_\_\_

## CATEGORY

**Corporate** Available to individuals, agencies, organizations which support the mission of the Medical Society of DC, but are not otherwise eligible in other membership categories.

Please select the level of partnership below:

- Primary Level (\$2,000 Annual)*
- Specialist Level (\$3,000 Annual)*
- 1817 Society (\$5,000)*

GOALS: Please indicate what your organization does and wants to accomplish through partnership with the Medical Society of DC..

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Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

## 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 2,500+ members, primarily physicians who practice in the metropolitan DC area. MSDC also offers online advertising on the [www.msdc.org](http://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	<b>\$300</b>	<b>\$1,080</b>
¼ Page Cube	<b>\$250</b>	<b>\$950</b>
Business Card	<b>\$125</b>	<b>\$450</b>
Real Estate Listing	<b>\$200*</b>	<b>\$700</b>
Event or Job Listing (over 100 words)	<b>\$150*</b>	<b>\$400</b>
Classified Ad (50 - 100 words):	<b>\$100*</b>	<b>\$300*</b>

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.

	One Week	Bundle of Four Weeks
Classified Ad (50 - 100 words)	<b>\$100*</b>	<b>\$300</b>
Event or Job Listing (over 100 words)	<b>\$150*</b>	<b>\$400</b>
Product Listing	<b>\$200</b>	<b>\$750</b>

### Payment

- Ads must be pre-paid. Checks or major credit cards accepted.

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### **Advertising Contact:**

Pia Duryea

The Medical Society of the District of Columbia

1250 23rd Street, NW #270

Washington, DC 20037

Phone: 202-355-9414, Fax 202-452-1542, E-mail: [duryea@msdc.org](mailto:duryea@msdc.org)

*\*FREE for MSDC Active Members and 1817 Society Partners*

## *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](mailto:Duryea@msdc.org) by close of business (4:30 PM) on the Wednesday directly preceding the Publication Date.

	<b>External Content Deadline</b>	<b>Publication Date</b>
<i>March 2018</i>	03/07/2018	03/09/2018
	03/21/2018	03/23/2018
<i>April 2018</i>	04/04/2018	04/06/2018
	04/18/2018	04/20/2018
<i>May 2018</i>	05/02/2018	05/04/2018
	05/16/2018	05/18/2018
<i>June 2018</i>	05/30/2018	06/01/2018
	06/13/2018	06/15/2018
	06/27/2018	06/29/2018
<i>Summer 2018</i>	07/18/2018	07/20/2018
	08/15/2018	08/17/2018
<i>September 2018</i>	09/05/2018	09/07/2018
	09/19/2018	09/21/2018
<i>October 2018</i>	10/03/2018	10/05/2018
	10/17/2018	10/19/2018
<i>November 2018</i>	10/31/2018	11/02/2018
	11/14/2018	11/16/2018
	11/28/2018	11/30/2018
<i>December 2018</i>	12/17/2018	12/19/2018