Medical Society of the District of Columbia

2019/20 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 more than 3,000 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 and its website.

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.

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For further information, contact:

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Washington, DC 20037
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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.

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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.

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
- Recognition on MSDC’s dynamic, search-optimized website
- 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:** High-profile placement on MSDC 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 ($12,500)**
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 ($7,500)**
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 ($5,000)**
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

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# AT-A-GLANCE COMPARISON OF CORPORATE PARTNERSHIPS

<table>
<thead>
<tr>
<th>MSDC Newsletter Recognition and Advertising</th>
<th>Basic $3,000</th>
<th>Primary $5,000</th>
<th>Specialist $7,500</th>
<th>1817 Society $12,500</th>
<th>Millennium $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter ad(s)</td>
<td></td>
<td>1 quarter page ad</td>
<td>2 quarter page ads</td>
<td>3 banner ads</td>
<td>quarter page ad in each edition</td>
</tr>
<tr>
<td>Event Listings</td>
<td>1</td>
<td>4</td>
<td>10</td>
<td>unlimited</td>
<td></td>
</tr>
<tr>
<td>Logo in each edition</td>
<td>Name only</td>
<td>Yes</td>
<td>Yes, premium placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Article(s) in Newsletter</td>
<td></td>
<td>1</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Enhanced Communications</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Info included in member packets</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Launch notice</td>
<td>Yes</td>
<td>Yes, with Press Release</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labels for direct mailing</td>
<td></td>
<td>1-time use ($100-400 fee)</td>
<td>1 (no fee)</td>
<td>2 (no fee)</td>
<td></td>
</tr>
<tr>
<td>Email blast</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>MSDC Multimedia Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Listing</td>
<td>Yes</td>
<td></td>
<td>Yes, premium placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
<td>1 post/quarter</td>
<td>1 post/month</td>
<td>1 post/week</td>
<td></td>
</tr>
<tr>
<td>Logo on Online Sponsor Banner</td>
<td>Yes</td>
<td></td>
<td>Yes, premium placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad on MSDC Homepage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeted Website Advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Event Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shared Event Sponsorship</td>
<td></td>
<td>1 ($500 fee)</td>
<td>1 share (no fee) OR 1 exclusive ($500 fee)</td>
<td>2 share (no fee) OR 1 exclusive (no fee)</td>
<td>Section sponsorship, 3 exclusive (no fee)</td>
</tr>
<tr>
<td>Exclusive Event Sponsorship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board Meeting Sponsorship</td>
<td></td>
<td>1 ($500-750 fee)</td>
<td>1 (no fee)</td>
<td>1 (no fee)</td>
<td></td>
</tr>
<tr>
<td>Annual Meeting Sponsorship</td>
<td>May attend at member rate</td>
<td>1 comp registration, may distribute materials</td>
<td>$500 discount OR 3 comp registrations</td>
<td>$1,000 discount OR 5 comp registrations</td>
<td>$4,000 discount AND 5 comp registrations</td>
</tr>
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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 board meeting dates.

Monday, February 24, 2020  
Monday, April 27, 2020  
Monday, June 22, 2020  
Monday, September 21, 2020  
Monday, December 7, 2020

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

**Advertising/ Publishing in eNewsline**

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.

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**MSDC Advertising Rate Card**

**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.

<table>
<thead>
<tr>
<th></th>
<th>1 Week Run</th>
<th>4 Week Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified Ad (50 - 100 words)</td>
<td>$100*</td>
<td>$300</td>
</tr>
<tr>
<td>Event or Job Listing (over 100 words)</td>
<td>$150*</td>
<td>$400</td>
</tr>
<tr>
<td>Product Listing</td>
<td>$200</td>
<td>$750</td>
</tr>
</tbody>
</table>

**ENewsline Advertising**

*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 2,900 members, primarily physicians who practice in the metropolitan DC area. The rates listed are per placement. Special discounts are available for advertisers who commit to multiple ad placements.

<table>
<thead>
<tr>
<th></th>
<th>Single Placement</th>
<th>Bundle of 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumbo Banner</td>
<td>$300</td>
<td>$1,080</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$250</td>
<td>$950</td>
</tr>
<tr>
<td>Business Card</td>
<td>$125</td>
<td>$450</td>
</tr>
<tr>
<td>Real Estate Listing</td>
<td>$200</td>
<td>$700</td>
</tr>
<tr>
<td>Event or Job Listing (100+ words)</td>
<td>$150</td>
<td>$400</td>
</tr>
<tr>
<td>Classified Ad (50 - 100 words):</td>
<td>$100</td>
<td>$300</td>
</tr>
</tbody>
</table>

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”)

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