

2011



Marketing Opportunities

Reach Physicians

& the Residents they serve in Collier County

Target Your Audience = See Results!

The Forum MEMBER MAGAZINE

2011 SIZES & RATES:

Full page	7.5" x 9.5"	\$800
Back cover	7.5" x 4.5"	\$600
Insert	8.5" x 11"	\$800
1/2 page	7.5" x 4.5"	\$400
1/4 page	3.675" x 4.5"	\$200
Inside cover	7.5" x 9.5" <i>width x height</i>	\$1,000

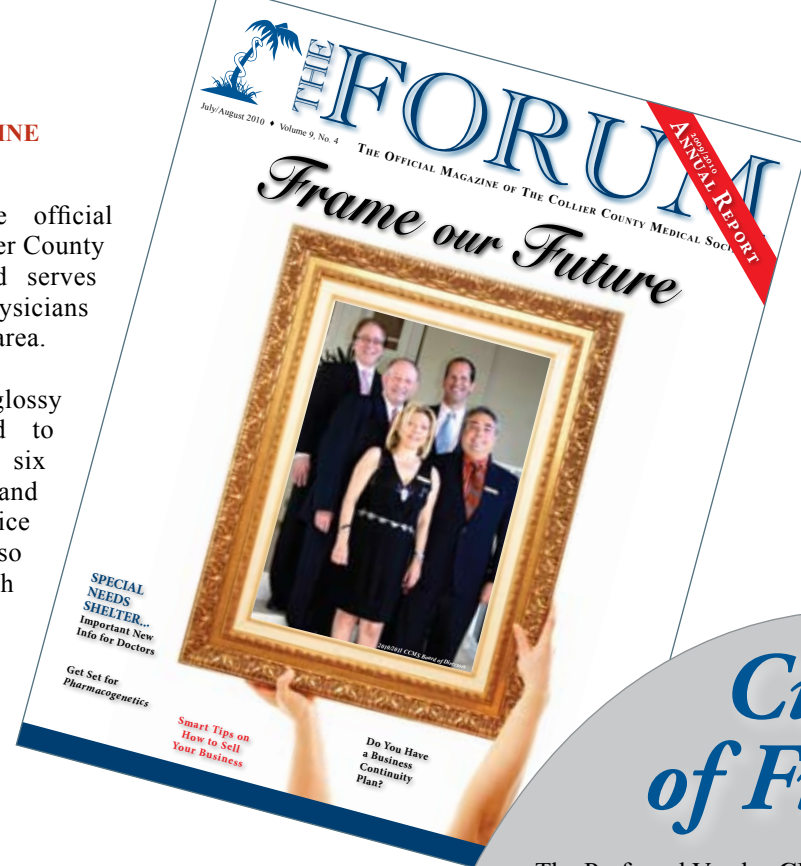
The *Forum* is the official magazine of the Collier County Medical Society and serves over 600 practicing physicians in the greater Naples area.

The full color, glossy magazine is mailed to all CCMS members six

times a year and features articles on healthcare legislation, laws and policies affecting doctors, marketing, financial planning, practice management, and new technology. A library of past issues are also available for download at www.ccmsonline.org. Advertisers reach physicians (and office managers) in over 35 medical specialties.

2011 DEADLINES:

January/February	December 15, 2010
March/April	February 15, 2011
May/June	April 15, 2011
July/August	June 15, 2011
September/October	August 15, 2011
November/December	October 15, 2011



55th Annual Meeting & Board Installation

SATURDAY, MAY 7, 2011

The **Annual Meeting & Board Installation** is an invitation-only dinner event for physicians, sponsors, and friends of CCMS. Since 1957, the Medical Society has celebrated the installation of its new board by hosting this annual dinner. It is currently held at Grey Oaks Country Club every May.

This event is attended by 200 guests and includes cocktails in a reception hall where sponsors display booths and network with attendees. Circle of Friends members receive priority consideration for sponsorship of this event. *Limited sponsorships available.*

2011 DEADLINE: APRIL 15, 2011

2011 SPONSOR PACKAGE: \$1,000

- Name/logo displayed in:
 - ◆ formal invitation
 - ◆ doctors lounge poster,
 - ◆ blastfax,
 - ◆ e-newsletter,
 - ◆ event program
- 6-foot skirted display table at the event
- Name/logo will appear in the May/June issue of the *Forum* magazine
Dinner tickets sold separately for \$100/each.

Circle of Friends

The Preferred Vendor **CIRCLE OF FRIENDS** program brings together Medical Society members and a select number of local businesses that provide benefits to CCMS physicians in an effort to meet their personal and business needs.

2011 CIRCLE OF FRIENDS ANNUAL FEE: \$2,000

Preferred Vendor Circle of Friends members are contacted first when an opportunity arises to receive priority access to 600 doctors, many of whom participate in a variety of CCMS events like membership meetings, cocktail parties, health fairs or forums & special occasions. This opportunity provides our Friends with direct avenues for increased sales and exclusive positioning. Plus, as a Circle of Friends member you will also receive:

- Your business name and a description of your special service(s) displayed in the Circle of Friends flyer placed in every new member packet.
- Name/logo/promotion included in a full page Circle of Friends advertisement in the May/June Forum issue.
- Priority booth sponsor opportunity at annual meeting.
- Spreadsheet updated quarterly of CCMS members.
- Placement on the Circle of Friends page on CCMS website. Includes logo and link to your website.
- One-year FREE subscription to the *Forum* magazine.

➔ Fax or Mail the Completed Order Form on the Back of this Brochure by the Deadline.

Women's Health Forum

SATURDAY, FEBRUARY 26, 2011

The **WOMENS HEALTH FORUM** is a free public service event that provides educational and engaging discussions on women's health topics.

2011 DEADLINE: JANUARY 8, 2011

Over 25 women doctors give in-depth presentations in classroom settings during the annual five-hour event.

This uniquely focused forum opportunity is advertised and promoted locally and attracts over 200 women attendees. The 2011 Women's Health Forum will be held at Hodges University.

MAJOR SPONSORS: \$1,200

Includes a 6 ft. skirted table, premier placement in the exhibit area, logo placed in advertisements that appear in local newspapers and magazines. Special recognition in the *Forum* magazine, and listing in the event program.

DISPLAY BOOTH: \$600

Includes a 6 ft. skirted table in exhibit hall, special recognition in the *Forum* magazine, and listing in the event program. *Booth deadline extended to February 11th.*

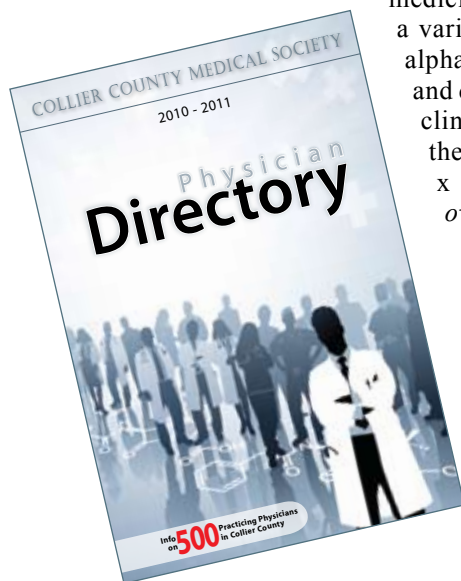
Physician Directory

The CCMS *Physician Directory* is the only annual listing of physicians practicing medicine in Collier County. It includes useful information on a variety of health care service providers and lists physicians alphabetically and by specialty. Over 10,000 copies are printed and distributed for free each August to CCMS member offices, clinics, libraries, hospitals, the Health Department, and to the public by request. The 88-page full color booklet is 5.5" x 8.5" with sturdy covers and is spiral bound. *Room for over 100 advertisers!*

2011 DEADLINE: MAY 31, 2011

2011 SIZES & RATES:

Back cover	5.5" x 8.5"	\$1,800
Inside front	4.75" x 7.5"	\$1,600
Inside back	4.75" x 7.5"	\$1,600
Tab (limit 8)	4.75" x 7.5"	\$1,300
Full page	4.5" x 7.0"	\$800
1/2 page	4.5" x 3.5" <i>width x height</i>	\$400



Electronic Specifications: We only accept high resolution ads in PDF, JPG or EPS format. Resolution must be at least 300 dpi and fonts embedded. All images and fonts must be in CMYK format. Any files that must be manipulated due to incorrect formatting, resolution and/or layout will be subject to a production fee. E-mail your files to info@ccmsonline.org by the given deadlines.

Member Events

The Medical Society hosts several member events and dinner meetings each year. Call the Medical Society to discuss upcoming events and opportunities to sponsor a meeting. *Prices start as low as \$750.*

e-lert E-MAIL NEWSLETTER TO MEMBERS

The **e-lert**, an e-mail newsletter, is frequently distributed to over 600 physician members. This digital mail tool includes time-sensitive information, news and events affecting or assisting the practice of medicine. Sponsors provide 50 words on their business and services and appear at the top of the newsletter with an active logo and e-mail links. *Limited to one sponsor per issue.*



2011 CCMS Marketing Order Form

FAX THIS FORM TO:
(239) 435-7790

COMPANY NAME: _____

CONTACT: _____ PHONE #: _____

ADDRESS: _____ FAX #: _____

CITY/STATE: _____ ZIP: _____ E-MAIL: _____

Circle one

CHECK ENCLOSED

REQUEST AN INVOICE

VISA / MASTERCARD / AMERICAN EXPRESS – CARD NUMBER: _____

NAME ON CARD: _____ EXPIRATION DATE: _____

SIGNATURE OF CARDHOLDER: _____

Payment must be received before the posted deadline(s).
Make checks payable to the Collier County Medical Society.

Circle your choices

<i>The Forum</i>	
Jan/Feb	July/Aug
Mar/April	Sept/Oct
May/June	Nov/Dec
select ad size	
Full page \$800	1/2 page \$400
Back cover* \$600	1/4 page \$200
Insert* \$800	Inside cover* \$1,000

<i>Women's Health Forum</i>	
Major sponsor	\$1,200
Display booth only	\$600

<i>e-lert</i>	
\$200/each*	

<i>Circle of Friends</i>	
\$2,000*	

<i>Physician Directory</i>	
Back cover* \$1,800	Tab* \$1,300
Inside front* \$1,600	Full page \$800
Inside back* \$1,600	1/2 page \$400

<i>Annual Meeting</i>	
\$1,000	

*Call the Medical Society office before placing your order to discuss availability & terms.

Total: \$ _____ We will call you if there is a discrepancy in calculating your order total.

Questions?

To discuss additional underwriting opportunities or for more information on building a great CCMS marketing plan, call Margaret Eadington at

(239) 435-7727



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FAX THIS FORM TO:
(239) 435-7790

Need design help?

Call Mollie Page at
(239) 455-6727