

# 2018 MARKETING Opportunities



*Reach Physicians  
& the Residents  
they Serve in  
Collier County*



## The Forum

The *Forum* is the official magazine of Collier County Medical Society. Distribution is approximately 600, primarily serving practicing physicians in Collier County.

The full color, glossy magazine is mailed to all CCMS members six times a year and features articles on CCMS activities, laws and policies affecting doctors, community involvement, practice management, new technology and more. You can view past issues at [ccmsonline.org/resources](http://ccmsonline.org/resources).



### SIZES & RATES:

	width x height	
Two-sided insert*	8.5" x 11"	\$1,680
Inside cover	7.5" x 9.5"	\$1,050
Full page	7.5" x 9.5"	\$840
Back cover	7.5" x 4.5"	\$630
1/2 page	7.5" x 4.5"	\$420
1/4 page	3.675" x 4.5"	\$210
Business card	3.5" x 2.0"	\$160

\*Call CCMS for details on pricing for pre-printed inserts provided by advertiser

### SPACE & ARTWORK DEADLINES:

January/February	December 15, 2017
March/April	February 15, 2018
May/June	April 13, 2018
July/August	June 15, 2018
September/October	August 15, 2018
November/December	October 15, 2018

## The Foundation of CCMS

The mission of **The Foundation of Collier County Medical Society** is to provide funding and leadership to programs that address access to healthcare, promote health education and serve the community's public health needs. The Foundation will make grants to local organizations that serve the mission and provide scholarships to local students pursuing careers in medicine, with \$32,500 in scholarships awarded in 2017. The Foundation is the philanthropic arm of the CCMS and is a registered 501(c)3 entity.

## Charity Golf Tournament

FALL 2018

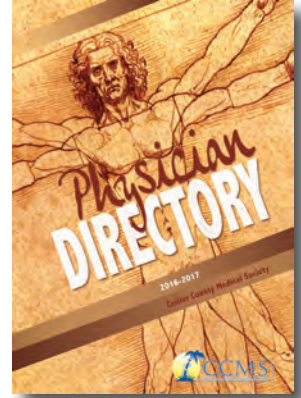
STAY TUNED FOR DETAILS

The annual "Docs & Duffers" Golf Tournament benefits the Foundation of CCMS, and includes an enjoyable Saturday morning of golf, prizes, and awards luncheon. Participate as a golfer, sponsor, prize donor, or a combination. Your support will have a direct impact on the quality and availability of medical care and education in the community, and you will be helping your neighbors, friends and family by supporting services that benefit all of us. Sponsorships start at \$550. To learn more go to [ccmsfoundation.org](http://ccmsfoundation.org) or contact CCMS.

## Physician Directory

The CCMS *Physician Directory* is the most comprehensive annual listing of physicians practicing medicine in Collier County. It includes useful information on a variety of healthcare service providers and lists physicians alphabetically and by specialty.

We print 10,000 copies and distribute them for free every fall to CCMS member offices, clinics, libraries, hospitals, the Health Department, the Chamber of Commerce and to the public by request. The full-color Directory is over 80 pages, at a convenient 5.5" x 8.5" size with sturdy covers and spiral binding so the book lies flat when open.



### SIZES & RATES:

	width x height	
Back cover*	6" x 8.5"	\$1,900
Inside front	4.75" x 7.5"	\$1,700
Inside back	4.75" x 7.5"	\$1,700
Tab (limit 8)	4.75" x 7.5"	\$1,375
Full page	4.5" x 7.5"	\$850
1/2 page	4.5" x 3.5"	\$425

\*add .125" to all sides for full bleed

AD RESERVATION DEADLINE: MAY 15, 2018

ARTWORK DEADLINE: MAY 25, 2018

## Circle of Friends Preferred Vendor Program

The Circle of Friends Preferred Vendor Program brings together Medical Society members and a select number of businesses that provide benefits to CCMS physicians in an effort to meet their personal and business needs.

For a commitment of \$2,000 annually, your company can become a Circle of Friends participant and enjoy a range of marketing and advertising benefits. For \$6,000 annually, you can become a Premier Circle of Friends participant and receive additional benefits. The Premier program is limited to five companies per year.

For full details on Circle of Friends benefits, and a current list of vendors, visit [ccmsonline.org/vendors](http://ccmsonline.org/vendors) or contact CCMS for more information. Benefits can include but are not limited to:

- Advertising credits
- Logo and link to your website on the CCMS website
- Link to your website in the bi-monthly e-newsletter
- Listings in The Forum magazine
- Priority sponsorship opportunities
- CCMS member mailing lists
- Exclusive event invitations

CIRCLE OF FRIENDS ANNUAL FEE: \$2,000

PREMIER CIRCLE OF FRIENDS ANNUAL FEE: \$6,000

Renewal based on join date



# Exclusive Member Events

The Medical Society hosts several member events like its Spring and Fall General Membership Meetings, the New Member Welcome Reception in November, and monthly After 5 social mixers, as well as numerous continuing education classes and informational seminars each year. Call the Medical Society to discuss upcoming events and opportunities to sponsor a meeting.

## 61st Annual Meeting & Board Installation

SATURDAY, MAY 19, 2018 • WYNDEMERE COUNTRY CLUB

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. This is the Medical Society's premier event, attended by 200+ guests. The program includes a reception where sponsors exhibit and network with attendees, a keynote speaker, and the Physician of the Year Award.

Circle of Friends members receive priority consideration for sponsorship of this event. Premier Circle members receive a complimentary sponsor package. Dinner tickets are also available for an additional \$125.

**DEADLINE FOR RECOGNITION ON INVITATION: MARCH 19, 2018**  
**FINAL SPONSOR DEADLINE: APRIL 29, 2018**

### PRESENTING SPONSOR PACKAGE: \$2,000

*(Premier Circle of Friends may upgrade to presenting level for \$500)*

- Speaking opportunity (2-3 minutes)
- Priority location display table
- Two dinner tickets
- Logo in priority location on event marketing, signage, e-news and The Forum magazine

### SPONSOR PACKAGE: \$1,100

*(Complimentary for Premier Circle of Friends)*

- Display Table
- One dinner ticket
- Logo displayed on event marketing and signage, name in e-news and The Forum magazine

### MINI DISPLAY TABLE: \$550

- ½ Size Display Table
- Name displayed in event marketing and signage as space allows

## Email Newsletter

The *elert*, an e-mail newsletter, is distributed to over 700 emails, including physician members and their office managers, every other Thursday. The *elert* provides time-sensitive information, member news, and healthcare news briefs. Underwriters can provide either their logo with a 50-word description of their business or a banner ad.

Ads/logos appear at the top of the newsletter with an active email or web link. Limited to one underwriter per issue. Reserve your space at least one week in advance. The first biweekly *elert* of 2018 is on January 11th.

*elert* Rate: \$200/each

6 for \$800 • 12 for \$1,400

Ad Size: 800 pixels x 212 pixels at 72 dpi



## Women's Health Forum

FEBRUARY 3, 2018 • ST. JOHN THE EVANGELIST CATHOLIC CHURCH

The **Women's Health Forum** is a free public service event to provide educational and engaging discussions on women's health topics. Physician members of CCMS give presentations in an auditorium and classrooms to 300 attendees at this annual four-hour morning event. The Health Forum is advertised in the local media and marketed to member practices and their patients.

### SPONSORS/EXHIBITS ARE FIRST-COME, FIRST-SERVED

#### PRESENTING SPONSOR: \$2,000 (limit 3)

Includes a display table, first choice of placement in the exhibit area, logo with premier placement in publicity materials, the CCMS magazine, and the event program. Brief speaking opportunity during welcome remarks.

#### MAJOR SPONSOR: \$1,100

Includes a display table, premier placement in the exhibit area, logo placed in publicity materials and event program. Name in the CCMS magazine.

#### DISPLAY TABLE\*: \$550

Includes a display table in exhibit area. Name recognition in the event program and publicity materials, as space allows.

*\*CCMS members: Call us for details on solo practitioner rates.*

## Electronic Specifications for Advertising:

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. Email your files to [info@ccmsonline.org](mailto:info@ccmsonline.org) by the given deadlines.

# 2018 CCMS Marketing Order Form

COMPANY NAME: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE #: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**Check one:**  CHECK ENCLOSED  VISA / MASTERCARD / AMERICAN EXPRESS

CARD NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_ BILLING ZIP CODE: \_\_\_\_\_

SIGNATURE OF CARDHOLDER: \_\_\_\_\_

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

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

YES! I want to make a tax deductible contribution to the **Foundation of CCMS** for this amount: \$ \_\_\_\_\_  
Please write a separate check payable to **Foundation of CCMS** in the amount you designated above.

## Checkmark Your Choices

### The Forum

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Jan/Feb 18   | <input type="checkbox"/> July/Aug 18 |
| <input type="checkbox"/> Mar/April 18 | <input type="checkbox"/> Sept/Oct 18 |
| <input type="checkbox"/> May/June 18  | <input type="checkbox"/> Nov/Dec 18  |

*select ad size*

- |   |  |
|---|--|
| <input type="checkbox"/> Two-sided Insert*<br>\$1,680 | <input type="checkbox"/> 1/2 page<br>\$420 |
| <input type="checkbox"/> Inside cover*<br>\$1,050     | <input type="checkbox"/> 1/4 page<br>\$210 |
| <input type="checkbox"/> Full page<br>\$840           | <input type="checkbox"/> Biz card<br>\$160 |
| <input type="checkbox"/> Back cover*<br>\$630         |  |

### Circle of Friends

- \$2,000\*  
 Premier Level: \$6,000\*

#### elert

- \$200/each\*  
 Package of 6: \$800  
 Package of 12: \$1,400

### Women's Health Forum

- Presenting Sponsor: \$2,000\*  
 Major Sponsor: \$1,100  
 Display Table: \$550

### Physician Directory

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Back cover*<br>\$1,900   | <input type="checkbox"/> Inside back*<br>\$1,700 | <input type="checkbox"/> Full page<br>\$850 |
| <input type="checkbox"/> Inside front*<br>\$1,700 | <input type="checkbox"/> Tab*<br>\$1,375         | <input type="checkbox"/> 1/2 page<br>\$425  |

### Golf Tourney

- Send me more information

### Annual Meeting

- Presenting Sponsor: \$2,000  
 Sponsor: \$1,100  
 Mini Display Table: \$550  
 Additional dinner tickets: \$125/each

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

Send your digital ads to  
info@ccmsonline.org

## Questions?

To discuss additional underwriting opportunities or for more information on building a great CCMS marketing plan, call us at (239) 435-7727.



Collier County Medical Society  
1148 Goodlette Road North,  
Naples, FL 34102  
(239) 435-7727 fax: (239) 435-7790  
www.ccmsonline.org  
info@ccmsonline.org

## Return this form to:

Fax: **(239) 435-7790**  
**info@ccmsonline.org**  
*Please do not email unencrypted credit card numbers.*

## Need design help?

Call CCMS at (239) 435-7727  
for referrals.