

# MEDIA KIT 2020

INDIANAPOLIS MEDICAL SOCIETY



# OUR READERS

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The Indianapolis Medical Society *Bulletin* is a monthly magazine that reaches more than 1,300 physicians in the Indianapolis-metro area, including Indianapolis and the surrounding donut counties. The magazine is mailed to our physician members' homes or offices, government officials, media, hospitals, and local stakeholders. We share our magazine online and through email and social media.

Since the *Bulletin's* inception in 1931, we have had a loyal and dedicated readership. Members continue to maintain alliance membership to continue receiving the magazine or subscribe to the *Bulletin*. Our magazine is a long-standing tradition rooted within the Indianapolis Medical Society's history.

Online sponsorship opportunities give our physicians direct access to your services. With 1,500 physician members, our website gives you direct access to a local targeted market with an average of over 550 views a month.

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## THE STATS

70% of our members who were surveyed said that they read the *Bulletin* EVERY month.

1,300 monthly, physician *Bulletin* readers and growing.

3 years of historical online advertising provided with a *Bulletin* ad.

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## AUDIENCE

Medical Degree - 99%  
Male/Female - 69/22%  
Married - 69%

Age 55-73 - 36% / Age 39-54 - 20%  
Indianapolis - 54%  
Carmel - 20%

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## WEBSITE TRAFFIC

Monthly Page Views  
588

Monthly Unique Visitors  
473

Top Acquisition Channel  
56% Direct

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## SOCIAL MEDIA



@indymedicalsociety.org  
116



@indymedicalsociety  
39



@indianapolismedicalsociety  
77



@indymedicalsoci1  
118

# EDITORIAL CALENDAR

The Indianapolis Medical Society Bulletin is a monthly magazine designed to communicate practice, policy and public health issues to physician members. Our non-advertorial content ensures our readers up-to-date on current physician-related events and is valued as a current and saved resource. All of our current and previous versions, dating back at least three years, are available on [indymedicalsociety.org](http://indymedicalsociety.org).

Recently redesigned and our content upgraded, the Bulletin is providing our members with content that is unique to our unique audience. Each issue contains a perspective from the president and in-depth Special Features and thought-provoking editorials on current public health and advocacy topics. Current events important to physicians such as June, 2019's article from Senator Mike Braun with his solutions on lowering drug prices and October's articles from Indianapolis's mayoral candidates' vision for public health in the city are just two examples.

In 2020, each issue will be relevant to the current events and physician interests. For detailed information on upcoming stories, please contact the editor.



# BULLETIN Advertising Contract

## Advertising Rates & Discounts

### Display Rates:

<u>General Display Rates (per edition)</u>		<u>Special Placement Rates (per edition)</u>			
Full Page	\$900	Full	Half	Quarter	
Half Page	\$650	Front Inside Cover	\$1,000	\$750	\$600
Quarter Page	\$500	Back Cover	\$1,000		
		Back Inside Cover	\$1,000	\$750	\$600
		Special Page Request	\$1,000	\$750	\$600
		Center Spread	\$1,600		

**Credit Card Fee:** 3% charge will be added for processing credit card transactions.

### Discounts:

<u>Quantity Discount</u>			<u>IMS Member Discount</u>			<u>Vendor Discount</u>		
Full Year	Full Page	10%	Individual	Purchases	10%	Individual	Purchases	5%
Full Year	Half Page	5%	Full Year	Full Page	15%	Full Year	Full Page	13%
			Full Year	Half Page	10%	Full Year	Half Page	7%

Call for availability of special placements.

Editor reserves the right to amend, cancel or not offer any discount at any time.

Discounts will not be offered to vendors if they are offered other promotional offers.

## Deadlines & Cancellations

**Contract Deadline:** 5<sup>th</sup> day of the month preceding the month of the publication.  
i.e. December 5<sup>th</sup> for January edition of the Bulletin, and always depending on availability.

**Copy Deadline:** 15<sup>th</sup> day of the month preceding the month of the publication  
i.e. December 15<sup>th</sup> for January edition of the Bulletin.

# BULLETIN Advertising Contract

Cancellation: Cancellation will only be accepted with written notice by the first day of the month preceding the publication month. The publisher reserves the right to repeat the last ad on time contracts, if new copy or cancellation notice is not received by deadline date.

## Advertising Specs

### Ad Dimensions and Formatting:

Full Page	7.5"w x 9.75"h	Resolution	300 dpi
Half Page (horizontal)	7.5"w x 4.75"h	Formats	pdf, esp, jpg, tif
Half Page (vertical)	3.5"w x 9.75"h		
Quarter Page	3.5"w x 4.75"h		
Full Bleed ads:	8.625"w x 11.125"h		

Files must be embed with all necessary graphics and fonts.

Any file conversions, graphic treatments and additional proofs will be charged in addition to the rates quoted previously.

Ad copy must be the size listed above and emailed to the editor, mperrill@indymedicalsociety.org, by the below mentioned deadline.

Placement of ads, except for paid for prime spots, is at the discretion of the editor.

Online versions will be available for up to 3 years. Links provided by advertisers will be embedded into advertisements for online versions when sent with ads by their deadline.

Editor reserves the right to promote the Bulletin on social media platforms managed by the society.

All ads are net; advertising agency placement discounts do not apply.

Requests for special positions (other than prime spots) may incur additional charges.

*Indianapolis Medical Society Approval Policy: All advertising must be approved by the publisher. IMS reserves the right to refuse any advertisement. Advertiser and his agency will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy. Publication of advertising by the IMS does not imply endorsement or approval. The liability of the publisher for any error, omission, or delay, for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. Invoices are due upon receipt. Invoices that remain unpaid for 30 days shall accrue interest at a rate of 18% per annum. Should the IMS be forced to retain attorneys to collect all or any portion, of our invoices, such fees and court costs that may be reasonable and necessary, as well as any accrued interest charge, will be paid by the advertiser or their agent. The Advertiser and the Agent/Agency will be held responsible for payment.*

*Board Certification Policy: IMS publishes board certifications approved by the American Board of Medical Specialties, American Osteopathic Association, and Royal College of Surgeons. Physician members wishing to designate an area of special interest in which their boards are not ABMS-, AOA-, or RCS-approved may use the following wording: "Specializing in".*

# BULLETIN Advertising Contract

## Advertising Contract

**Return To:**

Morgan Perrill  
Executive Vice President  
Indianapolis Medical Society  
125 W. Market Street, Suite 300  
Indianapolis, IN 46204  
[mperrill@indymedicalsociety.org](mailto:mperrill@indymedicalsociety.org)

**Advertiser and/or Agency:**

Advertiser Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Proof of publication will be mailed to this contact unless otherwise directed.*

Website: \_\_\_\_\_

**Ad Display Type:** Full Page \_\_\_\_ Half Page(h) \_\_\_\_ Half Page(v) \_\_\_\_ Quarter Page \_\_\_\_

**Special Placement Request:**

Front Inside Cover \_\_\_\_\_

Back Outside Cover   n/a  

Back Inside Cover \_\_\_\_\_

Center Spread \_\_\_\_\_

Specific Page \_\_\_\_\_

*\*Attach page requests or IO.*

**Advertisement to Run:**

Jan \_\_\_\_\_ April \_\_\_\_\_ July \_\_\_\_\_ Oct \_\_\_\_\_

Feb \_\_\_\_\_ May \_\_\_\_\_ Aug \_\_\_\_\_ Nov \_\_\_\_\_

Mar \_\_\_\_\_ June \_\_\_\_\_ Sept \_\_\_\_\_ Dec \_\_\_\_\_

**Additional Discounts:** IMS Member \_\_\_\_ Vendor \_\_\_\_ Total Discount \_\_\_\_\_

# BULLETIN Advertising Contract

## Billing Instructions:

Please Invoice \_\_\_\_\_ (initial)  
*Terms are net 30 from date of the invoice*

Please Charge \_\_\_\_\_ (initial)  
*3% additional charge will be added*

\_\_\_\_\_ Same information for billing as listed

Cardholders Name \_\_\_\_\_

\_\_\_\_\_ above as advertiser information.

Card Number \_\_\_\_\_

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

Visa \_\_\_ MasterCard \_\_\_ AMEX \_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

Name(print): \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

*Please return to Morgan Perrill. Confirmation of discount and final price will be determined by the editor, Morgan Perrill, and the contract will be returned to you.*

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*To be completed by the editor and returned:*

Approved Discount: \_\_\_\_\_ % Monthly Price: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# SPONSORSHIPS

Indianapolis Medical Society sponsorship opportunities allows your organization or company to directly communicate with over **1,500 physicians in the Indianapolis-metro area**. It showcases your commitment to physicians and sets your organization apart as an IMS Corporate Partner.

## OPPORTUNITIES AND BENEFITS



Your organization can connect with the IMS membership through email blasts and social media posts when you become a corporate partner.



Build your brand and promote your products to physicians by including your logo on our website as a corporate partner. We will even include a direct link to your website.



Sell your product or service to a targeted audience of physicians in Marion and surrounding counties by offering discounts to our members by becoming a preferred vendor.



Network and display your company's goods and services with physicians at our annual meeting and social events by becoming an event sponsor.

For specific details on sponsorship opportunities and to apply, contact our Executive Vice President.

### *Morgan Perrill*

Executive Vice President  
Indianapolis Medical Society  
125 W. Market Street, Suite 300  
Indianapolis, IN 46204  
(317) 639-3406  
mperrill@indymedicalsociety.org  
www.indymedicalsociety.org