

2022



INDIANAPOLIS MEDICAL SOCIETY

MEDIA KIT



# OUR READERS

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The Indianapolis Medical Society *Bulletin* is a monthly magazine that reaches more than 1,100 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 often maintain alliance membership in order to receive and participate in the magazine or they purchase a subscription to the *Bulletin* after moving or retiring from practice. Our magazine is a long-standing tradition rooted within the Indianapolis Medical Society's history.

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 825 views a month. Additionally, we plan to offer meeting sponsorship opportunities in 2022.

## THE STATS

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

1,100 monthly, physician *Bulletin* readers and growing.

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

## AUDIENCE

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Medical Degree - 99%

Male/Female - 69/22%

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

Indianapolis - 54% / Carmel - 20%

Family Physicians - 15%

Anesthesiologists/Internal Medicine - 14%

OBGYN - 11%

Neurology / Radiology / Pediatrics - 9%

Orthopaedic - 8%

## WEBSITE TRAFFIC

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Monthly Page Views  
825

Monthly Users  
997

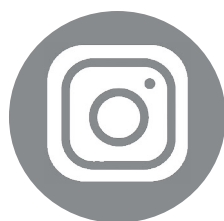
Top Acquisition Channel  
71% Direct

## SOCIAL MEDIA

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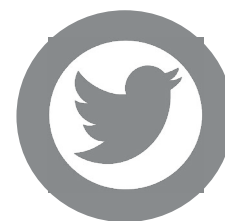
@indymedicalsociety.org  
137



@indymedicalsociety  
66



@indianapolismedicalsociety  
107



@indymedicalsoci1  
181

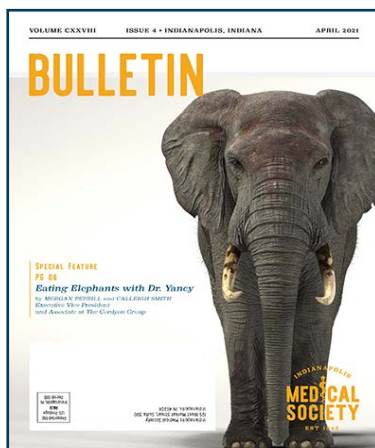
# EDITORIAL CALENDAR

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. We do not shy away from controversy which makes our readers and active writers avid and dedicated subscribers. All of our current and previous versions, dating back to 2008 are available on [indymedicalsociety.org/bulletins](http://indymedicalsociety.org/bulletins).

The *Bulletin* continues to improve in both design and content but staying true to our mission. This provides the membership of the Indianapolis Medical Society with unique content found only in our *Bulletin* and a unique, captive audience for your buyers. Each issue contains a perspective from the president and in-depth Special Features and thought-provoking Editorials on current public health and advocacy topics. In our April edition, we highlighted one of our highly attended and anticipated virtual events with Dr. Eric Yancy titled “The Truth About Healthcare Disparities In The Black Community.” As members were unable to attend due to scheduling conflicts, the Bulletin provides us with a way to reach more of our membership for these highly sought after events and

provides you with a way to reach these influential community leaders.

In 2022, each issue will be relevant to the current events and physician interests. For detailed information on upcoming stories, please contact the editor. To read full copies of the available 2021 Bulletins, please visit the IMS Website.



## ADVERTISING RATES AND 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 AND 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.

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 embedded 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/Company Name: \_\_\_\_\_

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

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

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

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

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: (if any)**

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

Back Outside Cover \_\_\_\_\_

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

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

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

N/A \_\_\_\_\_

Special Request Instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*\*Or attach page with requests or IO.***Advertisement to Run in the following months:**

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

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

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

# BULLETIN Advertising Contract

**Discount:**

Apply for the following discount: IMS Member \_\_\_\_\_ IMS Vendor \_\_\_\_\_

**Billing Instructions:** please select invoice or charge (credit card) from below.

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

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

\_\_\_\_\_ Same as advertiser information.

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

\_\_\_\_\_ Use information below for invoice.

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

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

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

Email \_\_\_\_\_

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

Signature \_\_\_\_\_

Please print, sign, and date the contract below. By signing you agree to all of the terms and specifications listed in the Bulletin advertising rates and specs included in this media kit.

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.*

*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 Partner.

## OPPORTUNITIES AND BENEFITS



### Board Meeting Sponsors

IMS will host two in-person board meetings in 2022. We will be allowing one sponsorship for each. Network and display your company's goods and services with physicians at our board meeting by becoming an event sponsor.

Cost: \$500 / meeting



### Corporate Partner

We will allow one Corporate Sponsor per year. 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. We will also include your logo in emails to the membership.

Cost: \$1,000 / year



### Virtual Meeting Sponsorships

IMS hosts 2 to 3 virtual meetings per year, including our annual meeting. Similar to our in-person meetings, you can purchase sponsorships for these as well and we will display your logo and give you an opportunity to speak at the beginning of the event to share your products and services.

Cost: \$250 / event

For more details on sponsorship opportunities and to receive the contract, 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