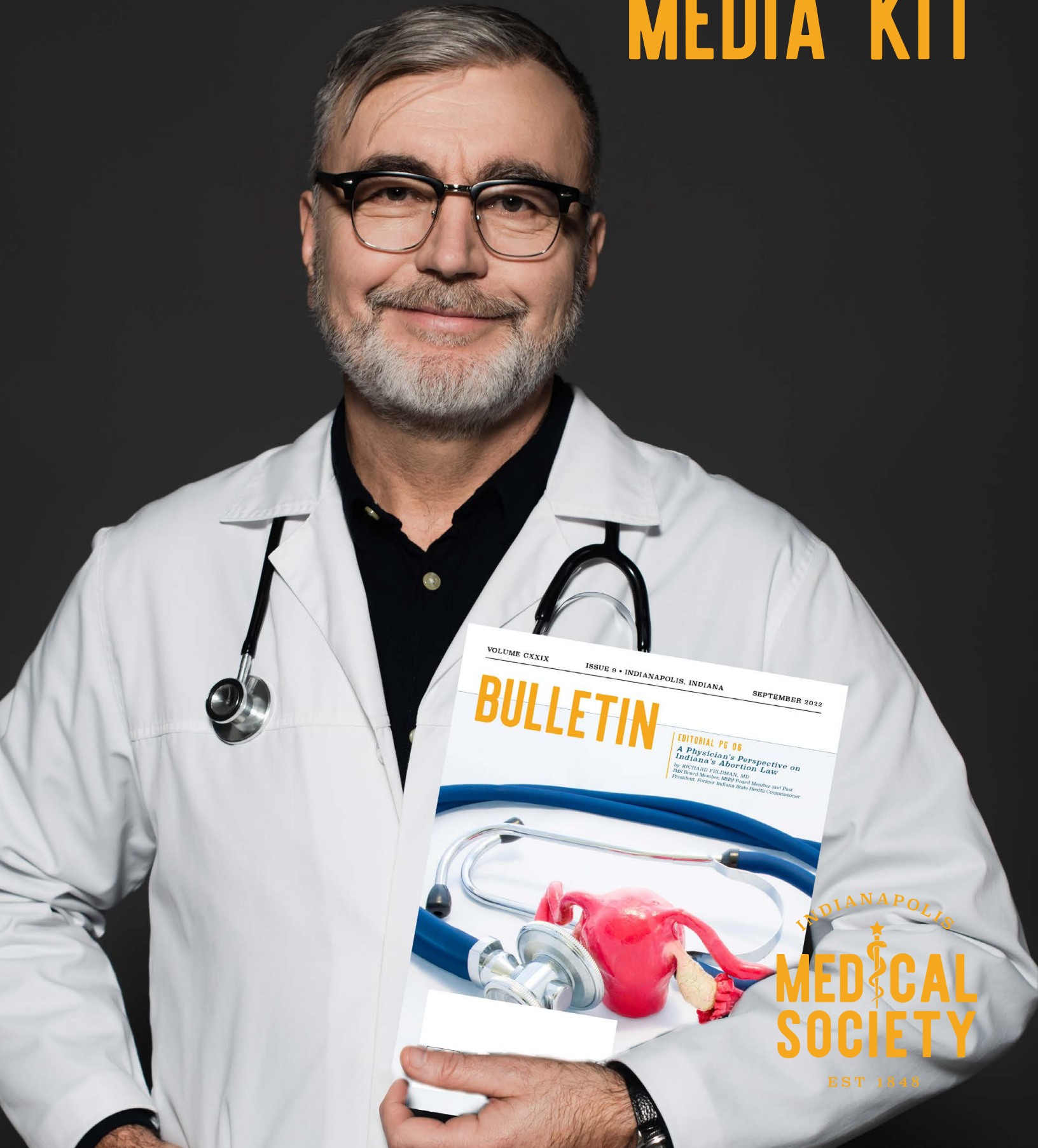


INDIANAPOLIS
MEDICAL SOCIETY

2023
MEDIA KIT



VOLUME CXXIX

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SEPTEMBER 2022

BULLETIN

EDITORIAL PG 06
*A Physician's Perspective on
Indiana's Abortion Law*
by RICHARD STELMAN, MD
IMM Board Member, IMM Board Member and Past
President, former Indiana State Health Commissioner



INDIANAPOLIS

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EST 1948

OUR READERS



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 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 affiliate membership 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.

Advertising opportunities in the Bulletin give you direct access to the growing healthcare market in the Indianapolis media market. Our monthly magazine goes out to physicians and their office staff, allowing you to reach a large network of individuals within the healthcare space. We guarantee that your ad will be on our website for at least three years.

THE STATS

50% open rate on our digital copy (in addition to the physical copy mailed).

77% of our physicians who were recently surveyed noted that they read the *Bulletin* at least every other month.

READERS

99% have a medical degree.

Practice medicine

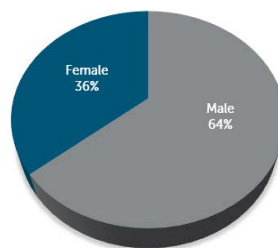
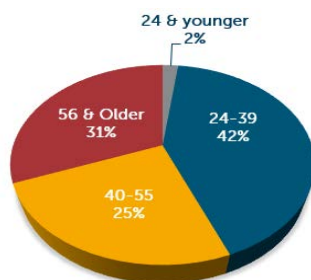
76% in Indianapolis

8% in Carmel

3% in Greenwood

2% in Fishers

**11% practice in smaller areas of the Indy-metro.*



What they practice

14% Internal Medicine

12% Family Medicine

8% Anesthesiologists

7% Surgery

6% Pediatrics & OBGYN

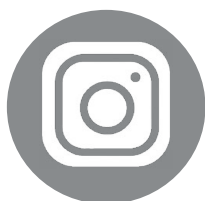
5% Radiology & Neurology

**the other half practice varying types of medicine.*

SOCIAL MEDIA



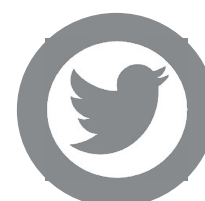
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119



@indymedicalsoci
189

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 are 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 indy-medicalsociety.org/bulletins.

The Bulletin continues to improve in both design and content but stays true to our mission. This provides the members 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.

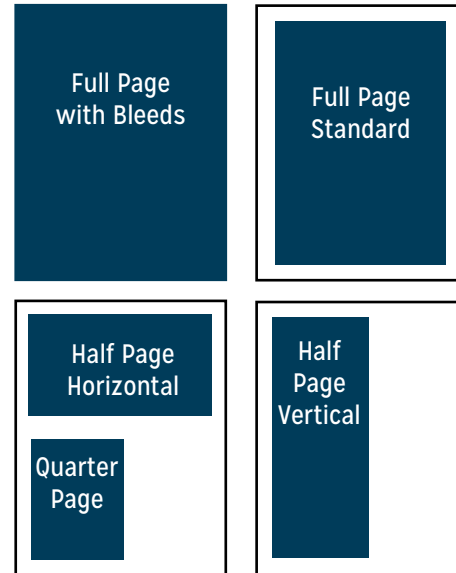
In 2023, each issue will be relevant to current events and physician interests. For detailed information on upcoming stories, please contact the editor. To read full copies of the available 2022 Bulletins, please visit the IMS Website.



BULLETIN Advertising Contract

AD SPECS

AD SIZE	WIDTH	HEIGHT
Full Page with bleeds	7.5" 8.625"	9.75" 11.125"
Half Page Horizontal Vertical	7.5" 3.5"	4.75" 9.75"
Quarter Page	3.5"	4.75"



- *Contact us for specs for center spread.
- *File formats accepted: PDF, JPG, ESP, PNG, & TIFF
- *All images must be 300 DPI or high resolution
- *Materials are due 1st of the Month of publication.

DISPLAY RATES

2023 Display Rates - Per Edition

Ad Size	Ad Location	Rate/Edition	With Annual Buy
Full Page	Back Cover	\$1,000.00	\$900.00
Full Page	Inside Cover	\$1,000.00	\$900.00
Half Page	Inside Cover	\$750.00	\$712.50
Quarter Page	Inside Cover	\$500.00	\$475.00
Full Page	Special Request	\$1,000.00	\$900.00
Half Page	Special Request	\$750.00	\$712.50
Quarter Page	Special Request	\$500.00	\$475.00
Center Spread	Center Spread	\$1,600.00	\$1,440.00
Full Page	Any	\$900.00	\$810.00
Half Page	Any	\$650.00	\$617.50
Quarter Page	Any	\$400.00	\$380.00

Special discounts available for groups

IMS Member		Vendor	
IMS Member	Annual Buy	Vendor	Annual Buy
\$900.00	\$850.00	\$950.00	\$870.00
\$900.00	\$850.00	\$950.00	\$870.00
\$675.00	\$675.00	\$712.50	\$697.50
\$450.00	\$450.00	\$475.00	\$465.00
\$900.00	\$850.00	\$950.00	\$870.00
\$675.00	\$675.00	\$712.50	\$697.50
\$450.00	\$450.00	\$475.00	\$465.00
\$1,440.00	\$1,360.00	\$1,520.00	\$1,392.00
\$810.00	\$765.00	\$855.00	\$783.00
\$585.00	\$585.00	\$617.50	\$604.50
\$360.00	\$360.00	\$380.00	\$372.00

3% fee will be added for all credit card payments.
 Call for availability of special placements.
 Editor reserves the right to amend, cancel, or not offer any discounts at any time.
 Discounts cannot be combined or used in coordination and discounts will not be offered to vendors if they are given other promotional offers.
 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.

Complete the application on the next page and return it to:

Morgan Perrill, Executive Vice President
 Indianapolis Medical Society
 125 W. Market Street, Suite 300
 Indianapolis, IN 46204
mperrill@indymedicalsociety.org

BULLETIN Advertising Contract

Advertiser/Company Name: _____

Contact(s): _____

Mailing Address: _____
City, State, Zip

Telephone: _____

Email: _____

Website: _____
List the website you would like to promote for the online version.

BILLING

Credit Card (3% additional charge will be added)

Invoice

(terms are net 30 from invoice)

Visa

Master Card

American Express

Contact/Name on Card: _____

Billing Address (if different): _____
City, State, Zip

Card Number: _____

Expiration Date: _____ CVC Code: _____

Signature: _____ Date: _____

By signing, you agree to all the terms and conditions listed on the Bulletin contract, including but not limited to the rates, conditions, and specs.

Ad Display Type: Full Page ___ Half Page(h) ___ Half Page(v) ___ Quarter Page ___

Special Placement Request: (if any)

Advertisement to Run: Annual: ___

Jan ___ Feb ___ Mar ___ April ___ May ___

June ___ July ___ Aug ___ Sept ___ Oct ___

Nov ___ Dec ___

Added Discount: IMS Member ___ IMS Vendor ___

Edition Rate: _____

SPONSORSHIPS

Indianapolis Medical Society sponsorship opportunities allows your organization or company to directly communicate with over **1,600 physicians in the Indianapolis-metro area**. It showcases your commitment to physicians and sets your organization apart as an IMS Partner.

OPPORTUNITIES AND BENEFITS



Meeting Sponsors

IMS will host one in-person board meetings in 2023 and one annual meeting. We will be allowing one sponsorship for each. Network and display your company's goods and services with physicians at our board meeting and/or annual 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

Additional opportunities may become available for networking or additional social events throughout the year. For additional information, please contact our offices.

Morgan Perrill

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www.indymedicalsociety.org

