

# Become a Friend Of WMS



Align your business with the Wyoming Medical Society—the state’s only physician-led organization founded to provide representation, advocacy and service to Wyoming medical professionals. The Wyoming Medical Society is an efficient, member-driven, responsive organization, capable of anticipating and responding swiftly to the changing healthcare environment.

By becoming a Friend of the Wyoming Medical Society, your business will help serve our state’s medical community and their patients, while working to improve the health of all Wyoming citizens.

## ADVANTAGES AND BENEFITS FOR ALL FRIENDS OF WMS

In addition to helping improve the healthcare industry in Wyoming, Friends of all levels receive the following benefits:

- Email sent from WMS to all WMS members announcing your support.
- Recognition on the WMS website (alpha order within Friendship Level)
- One-year subscription to Wyoming Medicine magazine
- Listing in WMS new member packets
- Opportunity to apply as WMS Corporate Supporter
- Eligibility for Friends of WMS supporter packages
- Certificate identifying your business as a Friend of WMS
- Acknowledgment poster displayed in WMS headquarter office
- Invitation to attend, and participate, in WMS Annual Meeting

## WYOMING MEDICAL SOCIETY FAST FACTS

Founded in 1903

868 members from 16 County Medical Societies

Governed by a 27-member Board of Trustees

Headquartered in Cheyenne, served by a staff of four

Legislative track record includes protecting local control, advocating for fair reimbursement, fighting for appropriate scope of practice among medical professionals, and lobbying for \$500,000 in funding to support the statewide Health Information Exchange (HIE)

Interfaces with other agencies such as the Board of Medicine and the Board of Pharmacy

Outreach activities include publishing Wyoming Medicine, a biannual magazine, and hosting an annual conference

**WYOMING MEDICAL SOCIETY**

*Advocating for doctors since 1903*

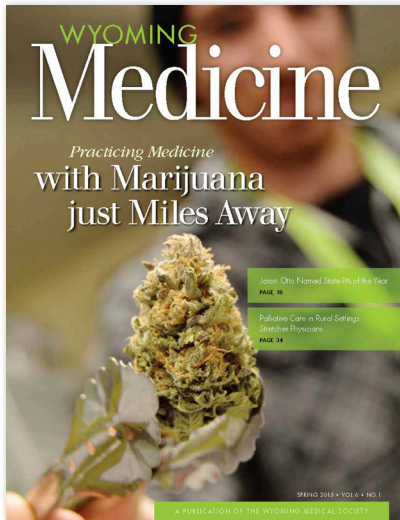
# Friends Benefits



	DIAMOND	PLATINUM	GOLD	SILVER	DIGITAL OPTION	
WEBSITE BENEFITS	Recognition on WMS website within sponsor tier	●	●	●	●	
	Flash Banner on home page	●	●	●	●	
	Top Side bar navigation ad	●	●	●	●	
	Web page on WMS site featuring 2017 Friends member	●	●	●	●	
	Organization's logo on WMS front-page scroller	One month	Four weeks	Two weeks	One Week	Two weeks
ANNUAL MEETING BENEFITS	Invitation to attend WMS Annual Meeting	●	●	●	●	●
	Acknowledgement in Annual Meeting Program Listing	●	●	●	●	
	Full-page advertisement in Annual Meeting program	●	●			
	Half-page advertisement in Annual Meeting program			●	●	
	Individual poster, with logo, displayed at annual meeting	●	●			
	Recognition at President's Dinner – Annual Meeting	●	●	●	●	
	Complimentary Vendor Booth at Annual Meeting	●				
Invitation to join WMS Board at Trustee Dinner the evening prior to Annual Meeting	●					
WYOMING MEDICINE MAGAZIN BENEFITS	One-year subscription to Wyoming Medicine	●	●	●	●	●
	Full-page four-color premium ad – front or back inside cover placement	●				
	Full-page, four-color ad – inside page placement		●			
	Half-page, four-color ad – inside page placement			●		
	Quarter -page ad - inside placement				●	
	Two article submissions, (500 words with graphic) length *	●				
One article submission, (500 words with graphic) length *		●				
MEMBER OUTREACH – CORRESPONDENCE OPPORTUNITIES	Email sent from WMS to all WMS members announcing current year Friends	●	●	●	●	●
	Listing in WMS new member packets	●	●	●	●	●
	Two emails sent by WMS to membership featuring business content	●	●			●
	One email sent by WMS to membership featuring business content			●		
	Option to include a welcome letter from your company in new applicant packets	●	●	●	●	●
	Two (blind) direct mail opportunities during sponsor year to WMS membership	●				●
	One (blind) direct mail opportunity during sponsor year to WMS membership		●			
	Logo at the bottom of WMS Membership email newsletters	●	●			
	Listing in Speakers Bureau of WMS Website	●	●	●	●	●
	Five sponsored posts in WMS membership update digital newsletter					
	Two sponsored posts in WMS membership update digital newsletter	●				●
	One Sponsored post in WMS membership update digital newsletter		●			
	Ten posts on WMS social media pages					●
	Two posts on WMS social media pages	●				
	One post on WMS social media pages		●			

# Other Ways to Message to Wyoming Physicians

## MAGAZINE, DIGITAL COMMUNICATION

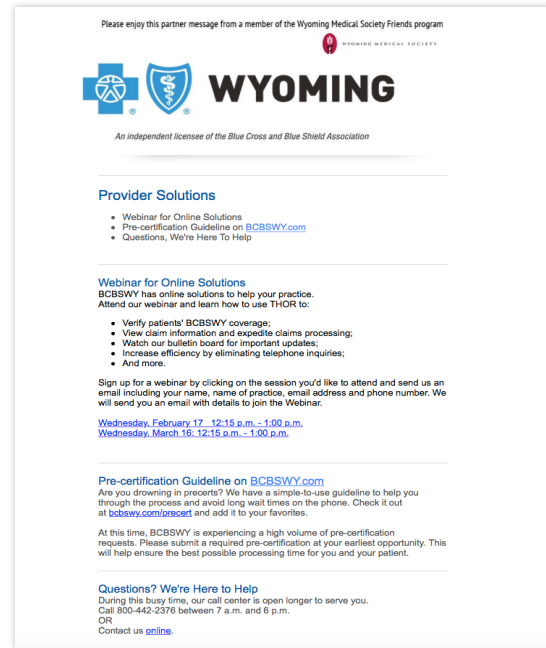


### Advertise in Wyoming Medicine

Reach licensed Wyoming physicians, as well as hospital administrators, policy leaders and citizens by placing your message in this biannual magazine mailed to more than 1,500 subscribers. (See enclosed rate sheet.)

**Please have a representative of Wyoming Magazine contact me about:**

- Becoming an advertiser
- Becoming a subscriber



### Direct Email Send

The Wyoming Medical Society features a list of over 800 physicians and support staff who receive email originating from the Wyoming Medical Society. With a qualifying purchase, WMS will send your message to its list of physicians.

## MUTUALLY BENEFICIAL, NON-EXCLUSIVE CORPORATE SUPPORTERS

The Wyoming Medical Society (WMS) provides members with reliable, timely, relevant information and resources that will enable them to preserve or restore the vitality of their medical practices. We are always open to learning of programs designed to identify unique methods that have potential to provide education, communication, resources and tools to members.

WMS receives frequent requests from those who feel they have a product or service that will meet the needs of WMS members. Due to the volume of such requests, we invite interested organizations to submit the form on page seven, which must be reviewed and recommended by our Friends of WMS Advisory Committee for final approval to the WMS Board of Directors.

Other opportunities to support WMS outside the Friends sponsorship programs, such as annual meeting sponsorships, will remain available to key partner organizations.

For more information, contact Executive Director, Sheila Bush.

307-635-2424  
Sheila@wyomed.org



# Other Ways to Message to Wyoming Physicians

## ANNUAL MEETING SPONSORSHIP, MEMBERSHIP UPDATE

An update for Wyoming Medical Society members



WYOMING MEDICAL SOCIETY

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**CIGNA DINNER IN LARAMIE**  
The second in a series of three dinner meetings hosted by health insurance firm Cigna took place Thursday night in Laramie featuring debate on the impact of the state employee's health insurance plan on provider reimbursement. WMS was there represented by WMS Board President Sigbee Duck, RPh, MD.  
[Click here to read more](#)

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**WWAMI ADMISSIONS COMMITTEE**  
WMS is responsible for identifying Wyoming physicians for appointment to the Wyoming Admissions Committee for the University of Washington School of Medicine's WWAMI medical education program. Anyone interested in applying to serve on the committee for a six-year term can [click here](#) to review the application and return it to the WMS office no later than May 13, 2016.

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**WYOMING MEDICAL SOCIETY**  
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**COUNTY SOCIETIES ACTIVE**  
The state's county medical societies have been busy this spring with meetings in Natrona and Laramie County this week and meetings in Goshen County, and Teton Counties planned for the coming week.  
[Click here to see the latest](#)

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**COME SEE AN ASTRONAUT**  
The Wyoming Medical Society's Annual Meeting is slated for June 3-5 at Jackson Lake Lodge in Grand Teton National Park and yes, we have an astronaut. As of last week Jackson Lake Lodge suggested about 10 rooms left in the WMS room block.  
[Click here to register for the Meeting](#)

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**SPONSORED POST**  
New online interactive course for primary care providers. Free CMEs. The course is designed to prepare providers to screen and manage the treatment of patients with trauma-related mental health disorders, including PTSD, depression, alcohol and substance use disorders, and general anxiety disorder.  
[Access the training here](#)

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**SPONSORED POST**  
Murray BMW of Denver is in the middle of building a brand new facility. Doubling the size. It's really going to be spectacular—befitting the high level of quality and luxury of the BMW brand. We're excited about the arrival of the new BMW 7 Series.  
[Click here to check out Murray BMW](#)



### Support the WMS Annual Meeting

Reach members of the Wyoming Medical Society at this intimate, three-day event in early June. Nearly 150 Wyoming physicians come together for nearly 20 hours of CME, as well as a banquet, and trade show. Those interested in taking part in the Annual Meeting should consider:

- Exhibitor opportunities (\$950);
- Printed program advertisements (\$350-\$500);
- Sponsored events, meals, speakers and meetings (\$750-\$11,000);
- General support grants (\$1,000 and up).



### Membership Update Emails

Wyoming Medical Society Members receive an email twice-monthly from The WMS office with original content specific to practicing medicine in Wyoming. This email is sent to a list of over 800 physician members in Wyoming. Sponsored posts on this email are available at a cost of \$200 per run.

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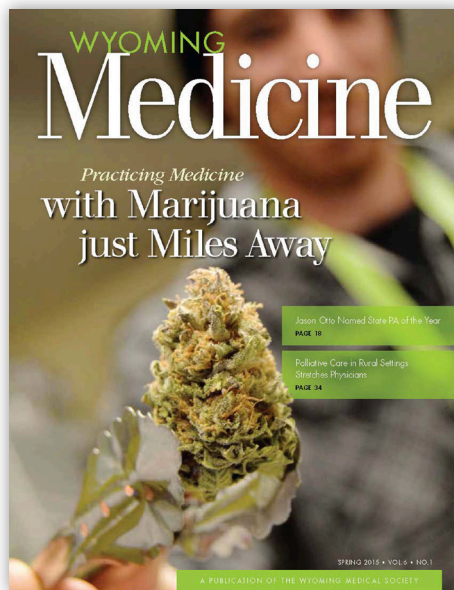
# Wyoming Medicine Magazine

ADVERTISING RATES, SIZES AND ARTWORK SPECIFICATIONS



## ADVERTISING RATES IN WYOMING MEDICINE

Wyoming Medicine is published three times a year. Your message will reach more than 70 percent of Wyoming physicians, as well as healthcare policy leaders and citizens from across the state. The circulation of over 1,500 includes Wyoming Medical Society member physicians, legislators, medical-related organizations, media outlets, and other regular subscribers across the state of Wyoming and beyond.



<b>Premium Position</b>	<b>1x</b>	<b>2x</b>
Back Cover Full Page . . . . .	\$1,500 . . . . .	\$2,700
Inside Cover Full Page . . . . .	\$1,300 . . . . .	\$2,200

<b>Interior Position</b>	<b>1x</b>	<b>2x</b>
Full Page . . . . .	\$900 . . . . .	\$1,600
1/2 Page . . . . .	\$650 . . . . .	\$1,100
1/4 Page . . . . .	\$400 . . . . .	\$700

<b>Sponsored Content</b>	
Cover feature (per page) . . . . .	\$1,250
Internal page (per page) . . . . .	\$900

**Due Date for Ad Artwork**  
 Fall Issue: July 1  
 Spring Issue: February 1  
 Legislative Preview: December 1

WYOMING MEDICAL SOCIETY

Advocating for doctors since 1903

# WYOMING Medicine

A PUBLICATION OF THE WYOMING MEDICAL SOCIETY

## Artwork Specifications

All ads must be press optimized PDFs, with all images and colors set to CMYK at 300 dpi. Please follow the below specifications when creating your ad. **Please note, ad design is not included in the cost of ad placement, additional pricing can be provided if design assistance is required.**

**FULL PAGE WITH BLEEDS**

Size: 8.5"w x 11"h  
plus 0.125" bleed

Safe Area: 8"w x 10.5"h  
(or 0.25" inner margin)

**OUTSIDE BACK COVER WITH BLEEDS**

Size: 8.5"w x 8.75"h  
plus 0.125" bleed  
(shorter height accounts for mailing address panel at top)

Safe Area: 8"w x 8.25"h  
(or 0.25" inner margin)

**FULL PAGE, NO BLEEDS**

Size: 7.5"w x 10"h  
(allows for 0.5" white margin around all edges of ad border)

**VERTICAL HALF PAGE WITH BLEEDS**

Size: 4.1667"w x 11"h plus 0.125" bleed

Safe Area: 3.6667"w x 10.5"h  
(or 0.25" inner margin)

**VERTICAL HALF PAGE, NO BLEEDS**

Size: 3.6319"w x 10"h  
(allows for 0.5" white margin on top, bottom and outer side)

**HORIZONTAL HALF PAGE WITH BLEEDS**

Size: 8.5"w x 5.375"h plus 0.125" bleed

Safe Area: 8"w x 4.87"h  
(or 0.25" inner margin)

**HALF PAGE, NO BLEEDS**


Size: 7.5"w x 5"h  
(allows for 0.5" white margin on sides and bottom)


**QUARTER PAGE, NO BLEEDS**

Quarter Page Ad  
Size: 3.6667"w x 4.875"h

### KEY

 Gray area represents 0.125" bleed

 Viewable area of ad

 Safe Area: Copy should not fall outside of this area—applies only to ads with bleeds

**UNACCEPTABLE ADVERTISING:** No questionable financial or investment, objectionable medical, copyright infringement, or misleading advertising is accepted. The publisher reserves the right to decline or discontinue any advertisement.

# Yes!

## I'd like to support the Wyoming Medical Society



Company name

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Product/service promotion (pharmaceutical, equipment, nutritional, etc.)

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Name of direct correspondent to whom all information will be sent

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Address

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Phone

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Fax

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Email

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Link to company home page

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Signature of organizational representative and date

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DESIRED  
LEVEL OF SUPPORT:

- Diamond**  
\$10,000
- Platinum**  
\$5,000
- Gold**  
\$3,500
- Silver**  
\$1,000
- Digital Media Addition**  
\$2,000  
(Friends membership required for purchase)
- Membership Update Posts**  
(please list number of posts and dates)  

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- Annual meeting supporter**  
(see information that follows)