

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

1010 members from 16 County Medical Societies

Governed by a 27-member Board of Trustees

Headquartered in Cheyenne, served by a staff of three

Legislative track record includes protecting local control, advocating for fair reimbursement, fighting for appropriate scope of practice among medical professionals, and protecting the autonomy of physicians to practice medicine without unnecessary government intrusion.

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

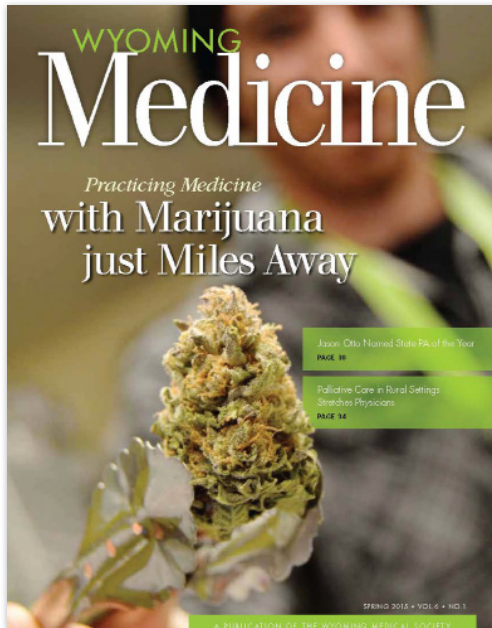
Friends Benefits



	DIAMOND	PLATINUM	GOLD	SILVER	DIGITAL OPTION	NON-PROFIT (LIMITED QTY)
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					
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					
	Two complimentary registrations at the Annual Meeting					
	Complimentary Vendor Booth at Annual Meeting					
WYOMING MEDICINE MAGAZINE 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					

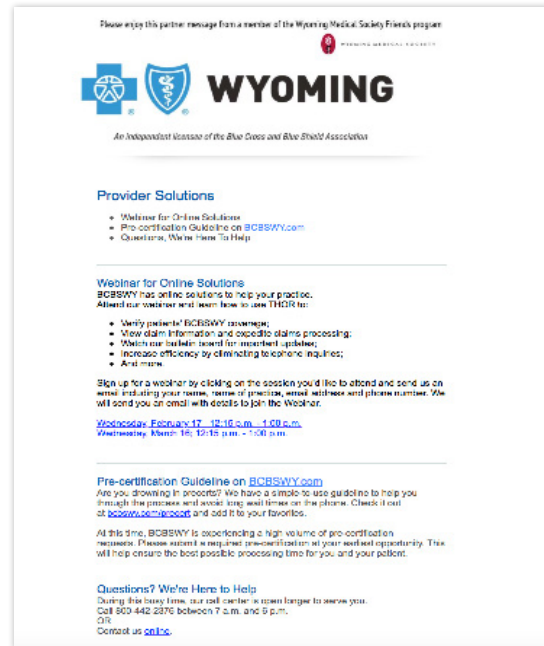
Other Ways to Message to Wyoming Physicians

MAGAZINE AND 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.)



Direct Email Send

The Wyoming Medical Society features a list of over 1000 physicians and support staff who receive email originating from the Wyoming Medical Society. WMS will send your exclusive message to its list of physicians for the low cost of \$500.

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 WMS Communications Director Kandice Hansen:


kandice@wyomed.org
307-635-2424




Other Ways to Message to Wyoming Physicians

MEMBERSHIP UPDATE AND ANNUAL MEETING SPONSORSHIP

An update for Wyoming Medical Society members




WYOMING MEDICAL SOCIETY




CIGNA DINNER IN LARAMIE
The second in a series of free dinner meetings hosted by local 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's globe Duck, RPh, MD.


[Click here to read more](#)



WVAMI ADMISSIONS COMMITTEE
WVAMI is requesting for interested Wyoming physicians for appointment to the Wyoming Association of Physicians Committee for the University of Washington School of Medicine's WVAMI resident and fellow program. Anyone interested in applying to serve on the committee for the next year please click [here](#) to review the application and return it to the WVAMI office no later than May 15, 2019.




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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, the work and meetings in Carbon County, and Teton Counties planned for the coming week.

[Click here to see the latest](#)




COME SEE AN ASTRONAUT
The Wyoming Medical Society's Annual Meeting is slated for June 3 & 4 at Jackson Hole in Grand Teton National Park and yes, we have an astronaut. As of last week, Jackson Hole is the only location with 12 rooms left in the WMS room block.

[Click here to register for the Meeting](#)



SPONSORED POST
Now an online interactive course for primary care providers. From CME. The course is designed to prepare providers to screen and manage their patients with depression, trauma related mental health disorders, anxiety, PTSD, sleep disorders, alcohol use disorders, and general wellness/dietary.

[Access the training here](#)



SPONSORED POST
Murray's BMW of Denver is in the middle of building a brand new facility. Doubling the size. It's really going to be spectacular—offering 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.](#)

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 1000 physician members in Wyoming. Sponsored posts on this email are available at a cost of \$250 per run.



Support and participate in the WMS Annual Meeting

Reach members of the Wyoming Medical Society at this intimate, three-day event in late January. Nearly 150 Wyoming physicians come together for educational lectures, social events, and exhibit hall. Those interested in taking part in the Annual Meeting should consider:

- Exhibitor opportunities (\$950);
- Printed program advertisements (\$300+);
- Sponsored events, meals, speakers and meetings (\$1,000-\$10,000)



2019

WYOMING MEDICAL SOCIETY
& Wyoming Association of Physician Assistants
ANNUAL MEETING
Jackson Lake Lodge | May 31 - June 2, 2019



Wyoming Medicine Magazine

ADVERTISING RATES, SIZES AND ARTWORK SPECIFICATIONS



ADVERTISING RATES IN WYOMING MEDICINE

Wyoming Medicine is published twice 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!



Premium Position	1X	2X
Back Cover Full Page	\$1,500.	\$2,700
Inside Cover Full Page	\$1,300	\$2,300
 Interior Position	 1X	 2X
Full Page	\$1000	\$1,700
1/2 Page	\$700	\$1,100
1/4 Page	\$500	\$700

Sponsored Content	
Cover feature (per page)	\$1,300
Internal page (per page)	\$1000
 Due Date for Ad Artwork	
Spring Issue: March 15	
Fall Issue: September 15	

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

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

Name of direct correspondent to whom all information will be sent

Address

Phone _____

Fax _____

Email _____

Link to company home page _____

Signature of organizational representative and date

DESIRED LEVEL OF SUPPORT:

- Diamond**
\$10,000
(2 available)
- Platinum**
\$5,000
- Gold**
\$3,500
- Silver**
\$1,000
- Digital Media Addition**
\$2,000
(Friends membership required
for purchase)
- Non-profit**
\$500
- Annual meeting supporter**
(Please [click here](#) to visit the
Annual Meeting website.)

Please complete and return this form to WMS Communications Director Kandice Hansen at kandice@wyomed.org

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