

# Become an Advertiser with WMS



Future WMS Advertiser,

The Wyoming Medical Society has been advocating for and representing Wyoming physicians and physician assistants since 1903. Our organization is proud of the work we do and the reach we have gained over decades of building relationships within the healthcare, policy and business communities.

Please consider aligning 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.

WMS offers digital advertising opportunities such as email communication, website placement and social media. It also offers magazine ad space and annual meeting opportunities such as exhibitor booths, event sponsorship and program advertising.

## 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, the Board of Pharmacy, the Wyoming Department of Health, the Office of the Wyoming Governor

Outreach activities include: publishing Wyoming Medicine, a biannual magazine, hosting an annual conference, sending legislative updates and a bimonthly digital newsletter

Questions? Please reach out to Whitney Harmon at [whitney@wyomed.org](mailto:whitney@wyomed.org) or 307-635-2424.



Wyoming Medical Society  
*Advocating for doctors and their patients since 1903*

# Friends Benefits

FRIENDS OF WMS



		DIAMOND	PLATINUM	GOLD	SILVER	DIGITAL ADD-ON
WEBSITE BENEFITS	<b>wyomed.org</b>					
	Webpage featuring Friends with linked logos	◆	◆	◆	◆	
	Recognition on WMS website within sponsor tier	◆	◆	◆	◆	
	Flash Banner on homepage	◆				◆
	2 ads on the homepage ad scroller (4 week run)	◆				◆
	1 ad on the homepage ad scroller (4 week run)		◆			
	Organization's logo on WMS scrolling Friend banner (multi-page)	◆	◆	◆	◆	
	<b>wyomingdoctors.org</b>					
	Logo on WMS patient website with website link - Recognized as a WMS Friend	◆	◆			◆
	2 ads on the homepage (4 week run)	◆				◆
ANNUAL MEETING BENEFITS						
	Invitation to attend WMS Annual Meeting (June 12-14)	◆	◆	◆	◆	
	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	◆	◆			
	Tiered Friend group poster, with logo, displayed at annual meeting	◆	◆	◆	◆	
	Recognition at President's Dinner (June 13)	◆	◆	◆	◆	
	Two complimentary registrations (includes event attendance and meals)	◆	◆	◆	◆	
	Complimentary Vendor Booth at Annual Meeting	◆				
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 *	◆				
MAIL ADS						
	Listing in New Member Packet - mailed to all new WMS members	◆	◆	◆	◆	
	Branded welcome letter in the New Member Packet	◆	◆	◆	◆	
	Two (blind) direct mail opportunities during sponsor year to WMS membership	◆				
	One (blind) direct mail opportunity during sponsor year to WMS membership		◆			
	Annual Friend announcement in mailed Membership Newsletter	◆	◆	◆	◆	



**Wyoming Medical Society**  
Advocating for doctors and their patients since 1903

\*All content subject to WMS approval

# Friends Benefits

FRIENDS OF WMS



		DIAMOND	PLATINUM	GOLD	SILVER	DIGITAL ADD-ON
DIGITAL COMMUNICATION	Email sent to full WMS membership announcing 2020 Friends	◆	◆	◆	◆	
	Email sent to full WMS membership - mid-year 'Thank You' to 2020 Friends	◆	◆	◆	◆	
	3 direct (blind) 'solo send' emails - sent to full WMS membership	◆				
	2 direct (blind) 'solo send' emails - sent to full WMS membership		◆			
	1 direct (blind) 'solo send' email - sent to full WMS membership			◆		◆
	4 sponsored posts in Membership Update - sent to full WMS membership	◆				
	3 sponsored posts in Membership Update - sent to full WMS membership		◆			
	2 sponsored posts in Membership Update - sent to full WMS membership			◆		◆
	1 sponsored post in Membership Update - sent to full WMS membership				◆	
	Pre-selection of send dates for Membership Update	◆	◆			
	'Thank you WMS Friends' w/ logo on each Membership Update	◆	◆			
	'Thank you WMS Friends' w/ logo on each Legislative Update	◆	◆			
SOCIAL MEDIA BENEFITS	<b>Facebook, Twitter, LinkedIn</b>					
	Social media post announcing 2020 Friends	◆	◆	◆	◆	◆
	Social media posts - mid-year 'Thank You' to 2020 Friends	◆	◆	◆	◆	◆
	4 sponsored posts on WMS social media w/ tags, links, hashtags, & 1 image	◆				◆
	3 sponsored posts on WMS social media w/ tags, links, hashtags, & 1 image		◆			
	2 sponsored posts on WMS social media w/ tags, links, hashtags, & 1 image			◆		
	1 sponsored post on WMS social media w/ tags, links, hashtags, & 1 image				◆	
	2 sponsored posts (from above) boosted on Facebook (\$25 boost per post)	◆				◆
	1 sponsored post (from above) boosted on Facebook (\$25 boost per post)		◆			
OTHER	Certificate identifying your business as a 2020 Friend of WMS	◆	◆	◆	◆	
	Window display sticker - 'Friend of the Wyoming Medical Society'	◆	◆	◆	◆	
	Poster of WMS Friends (tiered) displayed at WMS Headquarters	◆	◆	◆	◆	
ADDITIONAL OPPORTUNITIES	Sponsor Wyoming Leaders in Medicine Meal (lunch or dinner)					
	Host a Wyoming Leaders in Medicine Community Event					
	Sponsor a topic for the Wyoming Leaders in Medicine classroom					
	Sponsor a Wyoming Leaders in Medicine Scholarship					
	Sponsor a WMS Annual Meeting Meal					
	Sponsor a WMS Annual Meeting Break					
	Exhibit at the WMS Annual Meeting					
	Sponsor a WMS Foundation WWAMI Scholarship					
<b>*For more information about these opportunities contact the WMS office</b>						



Wyoming Medical Society  
Advocating for doctors and their patients since 1903

\* All content subject to WMS approval



# Yes!

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

Company Name:

---

Company Address:

---

Contact 1 (Name & Title):

---

Contact 1 (Email & Phone):

---

Contact 2 (Name & Title):

---

Contact 2 (Email & Phone):

---

Signature of Company Representative:

---

Printed Name:

---

Date:

---

### DESIRED LEVEL OF SUPPORT:

- ☐ **Diamond**  
\$10,000  
(2 available)
- ☐ **Platinum**  
\$5,000
- ☐ **Gold**  
\$3,500
- ☐ **Silver**  
\$2,000
- ☐ **Digital Media Addition**  
\$2,000  
(Friends membership required  
for purchase)

**Nonprofit organization  
are eligible to receive a  
discount at the discretion  
of the WMS Board of  
Directors. Please inquire  
with our office about  
receiving your nonprofit  
discount.**

Questions? Please reach out to Whitney Harmon at [whitney@wyomed.org](mailto:whitney@wyomed.org) or 307-635-2424.

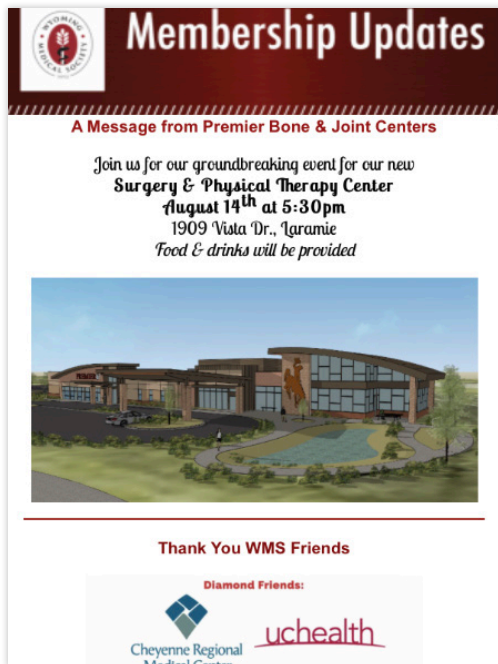


**Wyoming Medical Society**  
*Advocating for doctors and their patients since 1903*

# Advertise to WY Physicians & PAs



## DIGITAL COMMUNICATION



### Membership Update Emails

WMS Members receive emails twice-monthly 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 **\$300 per run**.  
*\*Nonprofit rates available.*



### 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 per run**.  
*\*Nonprofit rates available.*

## Digital Advertising Bundle

WMS is now offering a digital advertising bundle for the price of **\$1,100**.

The bundle includes a direct email send to WMS members with exclusive company branding, inclusion in the Membership Update (e-newsletter) email, placement on the WMS website scroller for 2 weeks (additional \$150 for placement on wyopatient.org), and one ad on all WMS social media platforms (Facebook, Twitter, LinkedIn).

*\*This bundle is the only way to purchase website and social media placement without being a Friend of WMS. Nonprofit rates available.*

Questions? Please reach out to Whitney Harmon at [whitney@wyomed.org](mailto:whitney@wyomed.org) or 307-635-2424.



Wyoming Medical Society  
*Advocating for doctors and their patients since 1903*



# Advertise to WY Physicians & PAs

MAGAZINE AND ANNUAL MEETING SPONSORSHIP



## 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.)

### MUTUALLY BENEFICIAL, NON-EXCLUSIVE CORPORATE SUPPORTERS (PREFERRED VENDORS)

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 high volume of inquiries, requests are reviewed quarterly by the WMS Board of Trustees. If you would like to be considered for this opportunity, please submit to the WMS office: 3 references from other agencies you have worked with, a proposal of your offer for the WMS membership, your logo, and an informational piece about your company and its services.



## 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)
- General support grants (\$1,000 +)

[www.wmsannualmeeting.com](http://www.wmsannualmeeting.com)



Wyoming Medical Society  
*Advocating for doctors and their patients since 1903*

# Digital Advertising Application



Company Name:

---

Company Address:

---

Contact (Name & Title):

---

Contact (Email & Phone):

---

Signature of Company Representative:

---

Printed Name:

---

Date:

---

## PLEASE SELECT YOUR ADVERTISING:

- ☐ **Digital Ad Bundle w/ Social Media** (Solo send email, newsletter inclusion, website banner, social media post)  
\$1,100
- ☐ **Digital Ad Bundle** (Solo send email, newsletter inclusion, website banner)  
\$1,000
- ☐ **Direct (Solo Send) Email**  
\$500
- ☐ **Newsletter Inclusion**  
\$300

## Nonprofit Pricing

- ☐ **Digital Ad Bundle w/ Social Media** (Solo send email, newsletter inclusion, website banner, social media post)  
\$800
- ☐ **Digital Ad Bundle** (Solo send email, newsletter inclusion, website banner)  
\$700
- ☐ **Direct (Solo Send) Email**  
\$400
- ☐ **Newsletter Inclusion**  
\$200

Questions? Please reach out to Whitney Harmon at [whitney@wyomed.org](mailto:whitney@wyomed.org) or 307-635-2424.



Wyoming Medical Society  
*Advocating for doctors and their patients since 1903*

# Wyoming Medicine Magazine

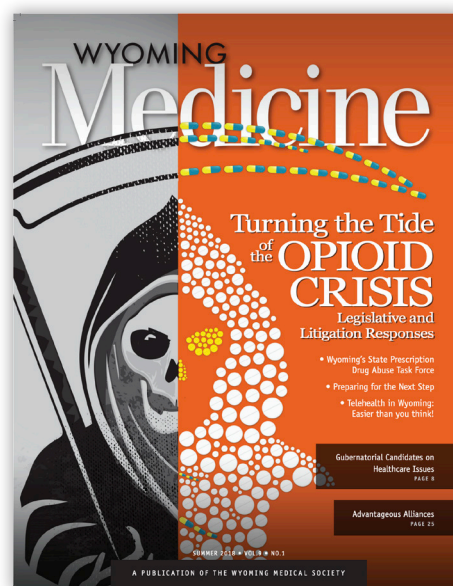
ADVERTISING RATES, SIZES AND ARTWORK SPECIFICATIONS



## 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 health care 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 . . . . . \$1,000 . . . . . \$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) . . . . \$1,000

### Due Date for Ad Artwork

Spring Issue: March 15

Fall Issue: September 15



Wyoming Medical Society  
Advocating for doctors and their patients 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.

# Wyoming Medicine Advertising Application



Company Name:

---

Company Address:

---

Contact (Name & Title):

---

Contact (Email & Phone):

---

Signature of Company Representative:

---

Printed Name:

---

Date:

---

## PLEASE SELECT YOUR ADVERTISING:

- ☐ **Back Cover Ad - Full Page**
  - ☐ \$1,500 - 1 issue
  - ☐ \$2,700 - 2 issues
- ☐ **Inside Cover Ad - Full Page**
  - ☐ \$1,300 - 1 issue
  - ☐ \$2,300 - 2 issues
- ☐ **Interior Ad - Full Page**
  - ☐ \$1,000 - 1 issue
  - ☐ \$1,700 - 2 issues
- ☐ **Interior Ad - Half Page**
  - ☐ \$700 - 1 issue
  - ☐ \$1,100 - 2 issues
- ☐ **Interior Ad - Quarter Page**
  - ☐ \$500 - 1 issue
  - ☐ \$700 - 2 issues
- ☐ **Sponsored Content**
  - ☐ \$1,300 - cover feature (per page)
  - ☐ \$1,000 - internal page (per page)

Questions? Please reach out to Whitney Harmon at [whitney@wyomed.org](mailto:whitney@wyomed.org) or 307-635-2424.



Wyoming Medical Society  
*Advocating for doctors and their patients since 1903*