

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

~1000 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 or 307-635-2424.



Wyoming Medical Society
Advocating for doctors and their patients since 1903

Friends Benefits



		DIAMOND	PLATINUM	GOLD	SILVER	DIGITAL ADD-ON
WEBSITE BENEFITS	wyomed.org					
	Friends listing with links to organization websites	◆	◆	◆	◆	
	Recognition on WMS website within sponsor tier	◆	◆	◆	◆	
	Organization's logo on WMS scrolling Friend banner (multi-page)	◆	◆	◆	◆	
	2 ads on the homepage ad scroller (4 week run)	◆				◆
	1 ad on the homepage ad scroller (4 week run)		◆			
	wyomingdoctors.org					
	Logo on WMS public website with website link - Recognized as a WMS Friend	◆	◆	◆	◆	
	2 ads on the homepage (4 week run)	◆				◆
	1 ad on the homepage (4 week run)		◆			
Branded educational information (content approved by WMS)	◆				◆	
ANNUAL MEETING BENEFITS	Invitation to attend WMS Annual Meeting	◆	◆	◆	◆	
	Digital Advertising at WMS Annual Meeting (available at select locations)	◆	◆	◆	◆	
	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	◆	◆	◆	◆	
	Two complimentary registrations (includes event attendance and meals)	◆	◆	◆	◆	
	Complimentary Vendor Booth at Annual Meeting	◆				
	Two invitations to WMS Board at Trustee/WY Leaders in Medicine Reception	◆				
	Early selection of vendor booth location (access granted by tier)	◆	◆	◆	◆	
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 *		◆			
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		◆			



Friends Benefits



		DIAMOND	PLATINUM	GOLD	SILVER	DIGITAL ADD-ON
DIGITAL COMMUNICATION	Email sent to full WMS membership announcing Friends	◆	◆	◆	◆	
	Email sent to full WMS membership - mid-year 'Thank You' to 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	Facebook, Twitter, LinkedIn					
	Social media post announcing Friends	◆	◆	◆	◆	◆
	Social media posts - mid-year 'Thank You' to 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	◆				◆
1 sponsored post (from above) boosted on Facebook		◆				
OTHER	Certificate identifying your business as a Friend of WMS upon request	◆	◆	◆	◆	
	Window sticker - 'Friend of the Wyoming Medical Society' upon request	◆	◆	◆	◆	
	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					
<i>*For more information about these opportunities contact the WMS office</i>						

* All content subject to WMS approval



Advertise to WY Physicians & PAs




DIGITAL COMMUNICATION

A Message WMS Friend HUB International


Meet Bailey Nowak at HUB International

Partner with a healthcare insurance specialist who knows how to support your business.



Whether you're a single practitioner or a multi-state healthcare system - I understand your challenges, and can tailor coverage options to meet your unique needs.

Bailey Nowak
Account Executive
307-996-6320
bailey.nowak@hubinternational.com

Risk & Insurance | Employee Benefits | Retirement & Private Wealth 

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 rate of \$250 available.*

Sample Newsletters:

<https://conta.cc/3xQyZGA>
<https://conta.cc/3EOnQYp>
<https://conta.cc/3qYZplr>

You're invited to join the PALS Virtual Pediatric Mental Health Conference.

 **Seattle Children's** HOSPITAL · RESEARCH · FOUNDATION PARTNERSHIP ACCESS LINE
Child and Adolescent Psychiatric Consultation
in Collaboration with the Wyoming Department of Health

Pediatric Mental Health Webinar
Hosted by the PAL Program

DATE: JUNE 4, 2022
TIME: 9:00 AM MST

Join child and adolescent psychiatrists
Rebecca Barclay, MD
"ADHD Overview and Update"
Erin Gonzalez, MD
"Helping Parents Help Children with Challenging and Disruptive Behavior"
Rebecca Barclay, MD
"Trauma and Resilience"



****Admission is FREE and CME credit available for each lecture.**

[Register Here](#)

Brought to you in partnership with the *Wyoming Medical Society*.

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 rate of \$400 available.*

Sample Solo Send Emails:

<https://conta.cc/2ZomXps> - webinar
<https://conta.cc/3wot9RT> - job
<https://conta.cc/3E9MlPA> - product

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 wyomingdoctors.org), and one ad on all WMS social media platforms (Facebook, Twitter, LinkedIn).

**This bundle is this only way to purchase website and social media placement without being a Friend of WMS. Nonprofit rate of \$800 available.*

Questions? Please reach out to Whitney Harmon at whitney@wyomed.org or 307-635-2424.



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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

SAVE DATE

THE WYOMING MEDICAL SOCIETY & WWAMI

present

**The 2022 Annual Meeting &
WWAMI 25th Anniversary Celebration Gala**

MARIAN H. ROCHELLE | LARAMIE, WYOMING
GATEWAY CENTER | OCTOBER 28-30, 2022

A joint meeting with the Wyoming chapters of:
American College of Physicians, American Academy of Family Physicians, American Academy of Pediatrics, & American Psychiatric Association



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WMS Honors our Partnerships



WE LET OUR MEMBERS KNOW HOW MUCH WE APPRECIATE AND DEPEND ON OUR FRIENDS EVERY CHANCE WE GET!

Thank you 2021 Friends of WMS!



Thank you to all of the organizations that supported the Wyoming Medical Society in 2021.

The Medical Society could not advocate for our members without the support of these organizations.

WMS members, please keep our partners in mind as you seek services. Their support is instrumental to the continued success of WMS!

Diamond Friends:



Platinum Friends:



Gold Friends:



Silver Friends:



WMS SENDS NEWSLETTERS/DIRECT EMAILS AND POSTS SOCIAL MEDIA AND WEBSITE ADS THANKING OUR FRIENDS THROUGHOUT THE YEAR.

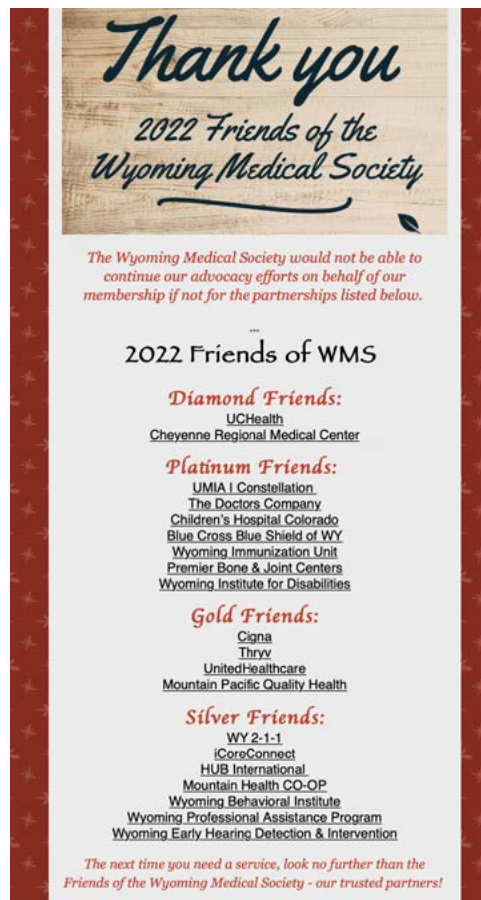
The partnerships between WMS and the Friends of WMS is invaluable and we always remember to remind our membership that we would not be able to continue our advocacy work on their behalf without our dedicated partners in medicine.

Your partnership is a vital building block for the success of the Medical Society and its endeavors.

THANK YOU!



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Wyoming Medicine Magazine

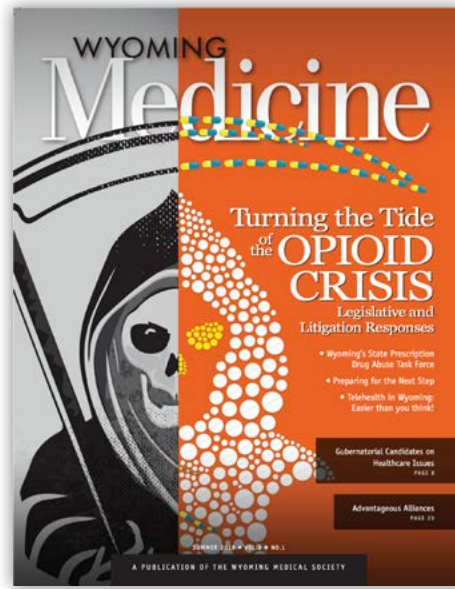
ADVERTISING RATES, SIZES AND ARTWORK SPECIFICATIONS



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 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 in 2023



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:

Select types of nonprofit organization are eligible to receive a \$500 discount the silver and gold levels and a \$1000 discount at the platinum level at the discretion of the WMS Board of Directors. Please inquire with our office about receiving your

Questions? Please reach out to Whitney Harmon at whitney@wyomed.org or 307-635-2424.

DESIRED LEVEL OF SUPPORT:

- Diamond**
\$10,000
(2 available)
- Platinum**
\$5,000
- Gold**
\$3,500
- Silver**
\$2,000
- Friends Digital Media Add-on**
\$2,000
**Friends membership required*
(2 ads on wyomed.org - 4 week runs, branded educational content for online use, 1 'solo send', 2 membership update inclusions, 4 social media posts (2/4 boosted))
- Digital Advertising Bundle w/ Social Media**
\$1,100
(1 'solo send', 1 newsletter inclusion, 1 website banner - 2 week run, 1 social media posts)
- Digital Advertising Bundle**
\$1,000
(1 'solo send', 1 newsletter inclusion, 1 website banner - 2 week run)
- Early Registration Add-On for Existing Friends**
FREE
2022 Friends who renew by Aug. 15, 2022 for a 2023 sponsorship receive: two tickets to VIP reception at annual meeting, additional digital advertising at the annual meeting, and 1 extra newsletter inclusion



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 pg)

\$1,000 - internal page (per pg)

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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 Advertising Bundle w/ Social Media** (Solo send email, newsletter inclusion, website banner, social media post)
\$800
- Digital Advertising Bundle** (Solo send email, newsletter inclusion, website banner)
\$700
- Direct (Solo Send) Email**
\$400
- Newsletter Inclusion**
\$250

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