



Wyoming Medical Society
Advocating for doctors and their patients since 1903

Wyoming Medical Society **Media Kit**

Marketing & Advertising Information

Wyoming Medical Society

Who we are



Founded in 1903

The Wyoming Medical Society provides representation, advocacy and service to Wyoming physicians and PAs. We strive to be an efficient, member-driven, responsive organization, capable of anticipating and responding swiftly to the changing health care environment. WMS serves our membership, and their patients, and works to improve the health of Wyoming's citizens.

The Wyoming Medical Society is, and always will be, a staunch advocate for physicians. This is our core. All of our other activities revolve around this core.

The WMS Board of Trustees

With 29 total members, the [WMS Board of Trustees](#) is composed of executive officers, county society trustees, and liaisons for students, residents, retired physicians and physician assistants who all provide statewide representation.

Retired physicians, physician assistants, residents, and students are also represented on the WMS Board. These individuals participate in determining policy, responding to developing situations, and receiving and acting upon reports from committees and task forces.

WMS Staff



Sheila Bush
Executive Director
Chief Lobbyist



Maria Cowley
Membership &
Finance Director



Whitney Harmon
Communications
Director

Become a Friend of WMS

Annual Advertising and Sponsorship Opportunity

Friends of WMS

WMS founded the Friends program to allow companies to become more heavily involved with our membership throughout the year while garnering support for the society itself. When you purchase a sponsorship, your company is not only granted exclusive advertising opportunities with our members but you are also supporting the mission of WMS - *to advocate for doctors and their patients in Wyoming.*

Friends of WMS Levels of Support

Diamond - \$10,000

Platinum - \$5,000

Gold - \$3,500

Silver - \$2,000

Friends-Only Digital Add-On - \$2,000

**nonprofit discounts available - contact our office to see if you qualify*

2024 Friends of WMS

Thank you for your support of the Wyoming Medical Society!



Cheyenne Regional
Medical Center

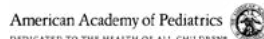


The Doctors Company
TDCGROUP



Wyoming Chapter

INCORPORATED IN WYOMING



Friends Benefits

FRIENDS OF WMS



		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	◆	◆	◆	◆	
	Individual digital recognition with logo at mtg (available at select locations)	◆	◆	◆	◆	
	Acknowledgement in Annual Meeting Program Listing	◆	◆	◆	◆	
	Full-page advertisement in Annual Meeting program (digital or print)	◆	◆			
	Half-page advertisement in Annual Meeting program (digital or print)			◆	◆	
	Individual poster, with logo, at annual meeting (if digital is not available)	◆	◆			
	Poster with listing of Friends at annual meeting (if digital is not available)	◆	◆	◆	◆	
	Recognition at President's Dinner	◆	◆	◆	◆	
	Two complimentary registrations	◆	◆	◆	◆	
	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 - emailed to all new WMS members	◆	◆	◆	◆	
	Branded welcome letter in the New Member Packet (digital)	◆	◆	◆	◆	
	Two (blind) direct mail opportunities during sponsor year to WMS membership	◆				
	One (blind) direct mail opportunity during sponsor year to WMS membership		◆			

*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 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	◆				◆
OTHER	1 sponsored post (from above) boosted on Facebook		◆			
	Certificate identifying your business as a Friend of WMS upon request	◆	◆	◆	◆	
	Window sticker - 'Friend of the Wyoming Medical Society' upon request	◆	◆	◆	◆	
ADDITIONAL OPPORTUNITIES	Poster of WMS Friends (tiered) displayed at WMS Headquarters	◆	◆	◆	◆	
	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



Wyoming Medical Society
Advocating for doctors and their patients since 1903

Advertise to Wyoming Physicians & PAs



DIGITAL COMMUNICATION

MEMBERSHIP NEWSLETTERS

WMS Partner Updates

The Doctors Company

Pediatrics: Lesson in Preventing Button Battery Injuries

According to a study published by the American Academy of Pediatrics, it is estimated that between 2010 and 2019, more than 70,000 emergency department (ED) visits in the United States were battery related among children under 18 years old. Given the complexity and severity of the injuries associated with button batteries, it's imperative physicians and advanced practice clinicians are armed with resources to diagnose these interactions quickly so that proper treatment can begin. For a case example and patient safety resources, read "Lessons in Preventing Button Battery Injuries" from The Doctors Company.



[Read Full Story Here](#)



DIRECT EMAIL SENDS



iCoreCodeGenius
Rapid ICD-10 Coding

Document any medical condition
in 60 seconds.

There are several administrative aspects of running a medical practice that, though they occur behind the scenes, a practice would grind to a halt without. Among those is medical coding. It can be a time consuming and burdensome task as it demands two things often difficult to deliver at the same time: speed and accuracy.

Cile Spelce from Friend of WMS partner iCoreConnect shares information on iCoreCodeGenius, the medical coding software that lets you document any condition in less than 60 seconds.

[Click to watch and book a demo!](#)



iCoreConnect is a Friend of WMS. WMS members receive substantial discounts across iCoreConnect's platform of cloud-based software for better medical business and clinical workflow.

Want your information featured in the WMS Newsletter?

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 1

Sample 2

Need your information to stand out? We have you covered.

WMS offers advertisers the opportunity to send email content, featuring only their information, to our membership directly from our email platform.

This email is sent to a list of over 1000 physician members in Wyoming.

Direct 'solo send' emails are available at the low cost of only **\$500 per run**.

**Nonprofit rate of \$400 available.*

DIGITAL COMMUNICATION CONT.

DIGITAL ADVERTISING BUNDLE

WMS digital advertising bundle: \$1,100. *Nonprofit rate of \$800 available.

The bundle includes:

- Direct ‘solo send’ email send to WMS members with exclusive company branding
- Inclusion in the membership newsletter email
- Ad placement on the WMS website scroller for 2 weeks
- Post on all WMS social media platforms (Facebook, X, LinkedIn, Instagram. YouTube channel available for additional \$100)

Additional Digital Advertising Opportunities - New to WMS!

SOCIAL MEDIA	WMS WEBSITES
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Advertise with WMS across our social media platforms for \$150/post (additional cost for boosted posts and \$100 for YouTube channel inclusion).

Advertise on the WMS website \$150/ad/2 weeks (additional \$100/page for inclusion on WMS public website & WMS annual meeting website).



WMS Member Website

WMS Public Website

WMS AM Website

Click buttons to open social media/website links.

ONLINE LEARNING CALENDAR	WMS BLOG
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Include your upcoming online CME/ learning event on the [WMS Online Learning Calendar](#) free of charge.
*Event must be offered free of charge for WMS members and include topic, dates/times, and registration link.

Have an education topic you’d like to share on the [WMS Blog](#)? WMS is offering one blog spot per month to outside advertisers on the WMS Blog for \$200/post (includes publishing to social media platforms).

[CLICK HERE TO BECOME AN ADVERTISER TODAY!](#)

Advertise to Wyoming Physicians & PAs



WYOMING MEDICINE MAGAZINE

ADVERTISING RATES IN WYOMING MEDICINE

Wyoming Medicine is published twice per 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!

[**CLICK HERE TO BECOME A MAGAZINE ADVERTISER TODAY!**](#)



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 Magazine

Click to view each edition



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

Partner with the Wyoming Medical Society



WMS BENEFIT MARKETPLACE

WMS BENEFIT MARKETPLACE

WMS receives frequent requests from entities who feel they have a product or service that will meet the needs of WMS members through mutually beneficial partnership opportunities. For these requests, WMS has partnered with Today's Practice to offer the [WMS Benefit Marketplace](#) (a members-only discount and concierge service website). If you feel your product or service is a good fit for this no cost WMS service, please email whitney@wyomed.org to be connected with Today's Practice.

PLEASE NOTE, all partnerships on the WMS Benefit Marketplace offer no opportunities for WMS advertising. All advertising must be purchased separately.



WYOMING
MEDICAL
SOCIETY

[HOME](#)

[BENEFITS](#)

[ADVISORS](#)

[EDUCATION](#)

[MY ACCOUNT](#)

RAPID VENDOR CONNECT

SHOP AND SELECT EXCLUSIVE DISCOUNT OFFERS



EXCLUSIVE PRODUCT AND SERVICE DEALS

WYOMED VENDOR MARKETPLACE

BROWSE YOUR EXCLUSIVE VENDOR OFFERS



EXCLUSIVE CONTENT

MEDICAL SUPPLY PARTNERS

CAPITAL EQUIPMENT | SUPPLY | LAB | DME



EXCLUSIVE MEMBER OFFER

MEMBERS SAVE UP TO 80%

EASY ONLINE ENROLLMENT



SPEAK WITH YOUR DEDICATED PRACTICE CONCIERGE

CLICK OR CALL (877) 771-7716



EXCLUSIVE CONTENT

EDUCATIONAL RESOURCES

EARN CME CREDIT ONLINE



EXCLUSIVE CONTENT

EXPERT PRACTICE ADVISORS

CONNECT DIRECT WITH BEST-IN-CLASS ADVISORS



EXCLUSIVE MEDICAL SUPPLY DISCOUNTS

SAVE OVER 20% ON SUPPLIES

CONNECT WITH YOUR DEDICATED ACCOUNT REPRESENTATIVE

Advertise to Wyoming Physicians & PAs



ADDITIONAL OPPORTUNITIES

WMS ANNUAL MEETING



Support and participate in the WMS Annual Meeting in Laramie

Each year over 100 WMS members gather to participate in educational seminars, networking opportunities and social events with colleagues from around WY.

If you'd like to connect with Wyoming physicians and PAs, there's no better opportunity! Here are some examples of ways you can participate:

- **Vendor Booth** - includes conference registration for 2 vendors (\$950)
- **Sponsorship** - a wide variety of sponsorship opportunities available (starting at \$1,000)
- **Program Advertising** - half and full-page ads available (\$300-450)

wmsannualmeeting.com

WY LEADERS IN MEDICINE



Physician Leadership Academy

WLM is a program designed by WMS to offer Wyoming physicians and PAs the opportunity to develop and grow their leadership abilities in a supportive environment so WY's medical experts can be effectively involved at every level of healthcare policy decision-making around the state.

If your organization is mission-aligned with the WLM program, WMS offers a number of different ways to support this initiative, including: meal sponsorships, activity sponsorships, group education opportunities, and more!

Contact info@wyomed.org if you would like more information.

WYOMING MEDICAL SOCIETY

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CHEYENNE, WY

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307-635-2424