

# 2021 MEDIA KIT & SPONSORSHIPS



**MERCED-MARIPOSA  
COUNTY MEDICAL SOCIETY**

2848 Park Avenue, Suite C | Merced, CA 95348  
P (209) 723-2976 | F (209) 723-8371  
[mmcms.org](http://mmcms.org) | [facebook.com/MMCMSdocs](https://facebook.com/MMCMSdocs)



## ABOUT MMCMS

The Merced-Mariposa County Medical Society (MMCMS) is the voice for organized medicine in Merced and Mariposa Counties, representing physicians across the spectrum of medical practice. MMCMS is dedicated to promoting the science and art of medicine, the care and well-being of patients, the protection of the public health, and the betterment of the medical profession. Since its beginning in 1903, MMCMS and its members have been active in responding to and meeting the health care needs of our community. MMCMS is a 501(c)(6) nonprofit organization, and is a component society of the California Medical Association (CMA).

As the physicians' professional organization, we advocate for physicians and their patients in our local community, and as a part of the CMA, in Sacramento and across the state. We provide education, networking and professional growth opportunities, through social and educational events and connection to leadership positions. We provide important communications, support and benefits designed to make their personal and professional lives easier.

In essence, MMCMS's core activities help physicians increase their bottom line, connect with fellow physicians and allow them to focus on what's most important—caring for their patients.

### WHY ADVERTISE WITH MMCMS?

As the largest professional organization for physicians in Merced and Mariposa Counties, MMCMS offers the perfect marketing platform for organizations seeking to reach our physician community.

MMCMS reaches over 300 physicians (members and non-members), almost all of the physicians in Merced and Mariposa Counties. Additionally, we reach countless healthcare leaders, business partners, legislators and medical office staff. Our reach is composed of a wide range of specialties, including family medicine, emergency medicine, pediatrics, ophthalmology, cardiology and many more.

A Business Partner package with MMCMS is the best way to influence the purchasing decisions—both professional and personal—of this influential audience, but we do have a-la-carte opportunities as well.

[mmcms.org](http://mmcms.org) | [facebook.com/MMCMSdocs](https://facebook.com/MMCMSdocs)



Dr. Tahir Yaqub, Dr. Pamela Roussos & Chrisy Muchow  
at CMA's Legislative Advocacy Conference



# 2021 OPPORTUNITIES

We detail all of our 2021 media and sponsorship opportunities below. A Business Partner package will be the best value and some of our opportunities are ONLY available by becoming a Business Partner. All Business Partner packages are tailored specifically for each Business Partner based upon their marketing goals. If you are interested in becoming a Business Partner, please provide us with your specific goals and interest in our various opportunities and we will tailor a package for you that includes a number of sponsorship levels to choose from.

Business Partner contact: Chrisy Muchow, [chrisy@mmcms.org](mailto:chrisy@mmcms.org).

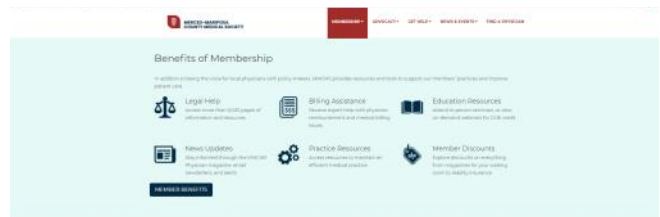
## Website Advertising

Our [mmcms.org](http://mmcms.org) website includes compelling features for physicians. Physicians can stay up-to-date on the latest healthcare news, find upcoming events, renew their membership and get information on services and resources relevant to their practice. The public can access an online physician directory through our FIND A PHYSICIAN feature.

Business Partners are listed on our Business Partners page with their logo and link. **VALUE-\$250/year**

**Homepage advertising** includes an oversized, prominently displayed scrolling ad at the top of the page. **VALUE-\$2,500/year**  
*Available only to Business Partners.*

**Inside page advertising** includes a, prominently displayed scrolling ad just below the main content of most pages. **VALUE-\$350/qtr & \$1,000/year**  
*Available as an a-la-carte opportunity.*



## Membership Directory Advertising

Our annual Membership Directory is more than just a comprehensive listing of the MMCMS membership by name and specialty. It also includes legal resources, useful phone numbers, and legislative contacts, making it a valuable reference tool for physicians, hospitals, medical office staff and local healthcare and community organizations. It is the best way to advertise your services and products to hundreds of Merced and Mariposa County physicians and their medical office staff, who represent hundreds of thousands of dollars in combined purchasing power.

**VALUE-\$500-\$1,500/year**  
*Available as an a-la-carte opportunity.*



# 2021 OPPORTUNITIES



## eNews Advertising and Articles

MMCMS's e-newsletter—eNews—is delivered bi-weekly to physicians, healthcare leaders, business partners, legislators and medical office staff. This concise e-newsletter provides information that matters to physicians and their practices. **AD VALUE-\$100/issue—ARTICLE VALUE-\$250/article**

*Advertising and articles are both available as a-la-carte opportunities.*

## Social Media

New for 2021, MMCMS will promote information and events for selected Business Partners on our Facebook page at [facebook.com/MMCMSdocs](https://facebook.com/MMCMSdocs). We have recently increased staffing which will allow us to engage more frequently on social media. Stay tuned for more social media offerings in the future! **VALUE-\$100/post**

*Available only to Business Partners.*



## CME Event

Annually MMCMS asks a medical malpractice carrier to sponsor and provide a speaker and CME for the physicians in Merced and Mariposa Counties. This is a single partner event meant to give the Business Partner maximum visibility and face time. **VALUE-\$1,500**

*Available only to Business Partners, past Business Partners are prioritized.*

## Member Social

This is a social event without an agenda meant to give members an opportunity to enjoy an evening with their colleagues and their spouses/significant others. This is a single partner event meant to give the Business Partner maximum visibility and face time. **VALUE-\$1,500**

*Available only to Business Partners, past Business Partners are prioritized.*

## Holiday Party

This is a social event in which all physicians in the Merced and Mariposa medical communities are invited to enjoy an evening with their colleagues and their spouses/significant others. During this event, our Board of Governors and Officers for the upcoming year are announced, the outgoing president is honored and recognition awards for years of membership are presented. This event is our most highly attended event of the year with a typical attendance of 70+. **VALUE-\$1,000**

*Available only to Business Partners.*



# 2021 OPPORTUNITIES

## Educational Webinars

Also new for 2021, MMCMS is asking Business Partners/sponsors to host and provide a speaker/program to physicians (and staff when applicable) in Merced and Mariposa Counties. These events will provide physicians with information valuable to them and/or their practices (major emphasis) and highlight the offerings of our Business Partners/sponsors (minor emphasis). These are single partner/sponsor events meant to give the Business Partner/sponsor maximum visibility and face time.

**VALUE-\$1,500**

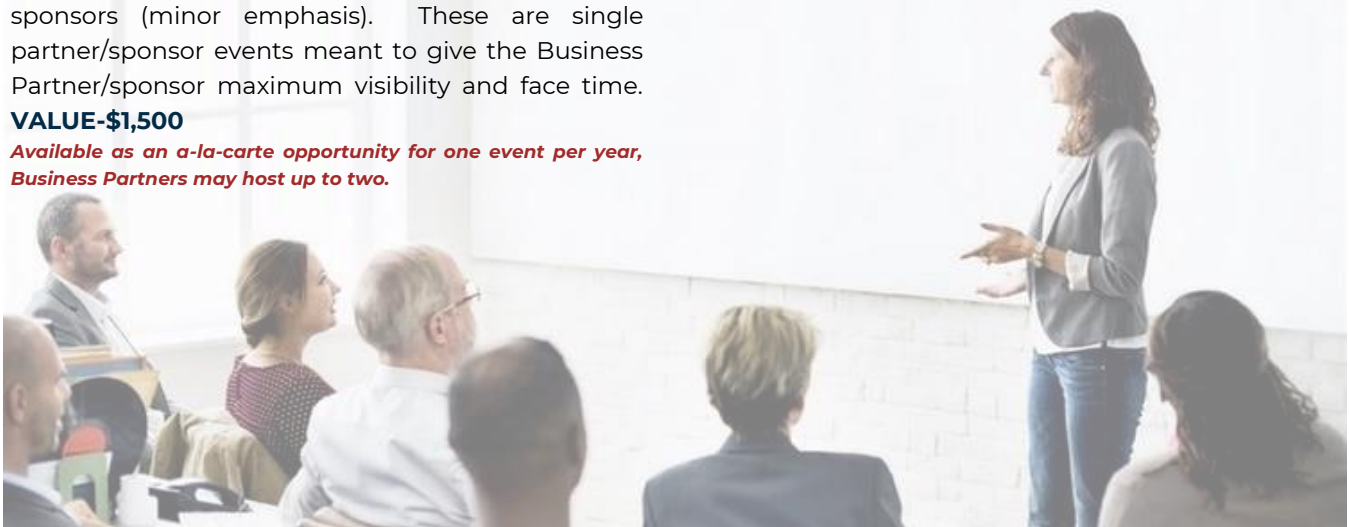
*Available as an a-la-carte opportunity for one event per year, Business Partners may host up to two.*

## Practice Management Events

Throughout the year MMCMS hosts practice management events tailored to practice managers, administrators and billing staff. These events create an opportunity for educational training and staff interaction. These events tend to be well attended.

**VALUE-\$750**

*Available as an a-la-carte opportunity*



### \*COVID-19 NOTE

**Networking and Educational Events** - Equivalent accommodations will be made for all events that are virtual due to COVID-19 (i.e. virtual attendance, video presentations, etc.). All events currently scheduled for January-May will be virtual.

## Doctors' Day (March 30)

New for 2021 as well, MMCMS is asking selected Business Partners to sponsor and provide promotional materials to be distributed to member physicians for Doctors' Day. A special gift will be distributed to each member physician during that week along with promotional materials, etc. in honor of Doctors' Day. These gifts will be delivered directly to each member physician giving the Business Partner guaranteed visibility. **VALUE-\$1,500**

*Available only to Business Partners.*

## Marketing Information in Welcome, Recruitment & Retention Emails

As MMCMS recruits physicians throughout the year, we provide a welcome email with benefit information as well as advertisements from our Business Partners with links to their websites. Emails with the same information, advertisements and links are also used in recruitment and retention activities. **VALUE-\$1,000**

*Available only to Business Partners.*

## MMCMS Staff Recommendations/Intros

As MMCMS staff speaks to member and non-member physicians about MMCMS benefits and determines their practice needs, MMCMS staff will recommend/introduce physicians to our Business Partners (when appropriate). **VALUE-\$500**

*Available only to Business Partners.*



# PRICING, SPECS & DETAILS

All Business Partner packages are tailored specifically for each Business Partner based upon their marketing goals. If you are interested in becoming a Business Partner, please provide us with your specific goals and interest in our various opportunities and we will tailor a package for you that includes a number of sponsorship levels to choose from.

## MMCMS WEBSITE ADVERTISING

Homepage scrolling ad w/link (annually) <i>(Business Partners only)</i>	\$2,500	1170 W X 380 H (dimensions in pixels) - JPEG or PNG file (300 dpi)
Inside page scrolling ad w/link (quarterly)	\$350	1920 W X 380 H (dimensions in pixels) - JPEG or PNG file (300 dpi)
Inside page scrolling ad w/link (annually)	\$1,000	1920 W X 380 H (dimensions in pixels) - JPEG or PNG file (300 dpi)

When creating artwork, please select "save for web" and export to the exact specs noted for final art. Email to [chrisy@mmcms.org](mailto:chrisy@mmcms.org).

Ads must be submitted by 15th of the month prior to publication (i.e. December 15 for a January 1 publication).

## MMCMS MEMBERSHIP DIRECTORY ADVERTISING

Outside Back Cover, Full Page	\$1,500	5.5" W X 8.5" H, 0.125" bleed (full color) - JPEG or PDF file
Inside Covers and Tabs, Full Page	\$1,000	4.25" W X 7.375" H, no bleed (full color) - JPEG or PDF file
Non-Cover, Full Page	\$750	4.25" W X 7.375" H, no bleed (black and white) - JPEG or PDF file
Non-Cover, Half Page	\$500	4.25" W X 3.625" H, no bleed (black and white) - JPEG or PDF file

The cover and tab placements are reserved for advertisers who have placed an ad previously until the ad submission deadline (April 30).

If you are interested in a cover or tab placement, contact [chrisy@mmcms.org](mailto:chrisy@mmcms.org) for availability.

## MMCMS eNEWS ADVERTISING

Single Issue	\$100	850 W X 250 H (dimensions in pixels) - JPEG or PNG file (300 dpi)
6 Issues	\$500	850 W X 250 H (dimensions in pixels) - JPEG or PNG file (300 dpi)
12 Issues	\$1,000	850 W X 250 H (dimensions in pixels) - JPEG or PNG file (300 dpi)
18 Issues	\$1,500	850 W X 250 H (dimensions in pixels) - JPEG or PNG file (300 dpi)
Annually (24-26 Issues)	\$2,000	850 W X 250 H (dimensions in pixels) - JPEG or PNG file (300 dpi)

When creating artwork, please select "save for web" and export to the exact specs noted for final art. Email to [chrisy@mmcms.org](mailto:chrisy@mmcms.org).

Ads must be submitted by the Friday prior to the scheduled Thursday publication. Contact [chrisy@mmcms.org](mailto:chrisy@mmcms.org) for publication dates.

## MMCMS eNEWS ARTICLES

\$250/per article.

Articles can be up to 1,000 words. Only the title and the first paragraph will be published in eNews, a link to the remainder of the article will be included. The article can be published on your website, in a PDF, or MMCMS will provide a landing page. Please provide your logo to be included with the article.

Articles must be submitted by the Friday prior to the scheduled Thursday publication. Contact [chrisy@mmcms.org](mailto:chrisy@mmcms.org) for publication dates.

## SOCIAL MEDIA

Single post w/artwork, headline, text & link <i>(Business Partners only)</i>	\$100	Artwork: 1200 W X 630 H (dimensions in pixels) - JPEG or PNG file (300 dpi) Headline: 25 characters, Text: 125 characters, Link: 30 characters
---------------------------------------------------------------------------------	-------	---------------------------------------------------------------------------------------------------------------------------------------------------

When creating artwork, please select "save for web" and export to the exact specs noted for final art. Email to [chrisy@mmcms.org](mailto:chrisy@mmcms.org).

Posts must be submitted one week prior to publication. Shorter time frames will be considered.

## NETWORKING & EDUCATIONAL EVENTS

CME Event <i>(Business Partners only)</i>	\$1,500	MMCMS provides venue & event/partner promotion via email, eNews, mail, fax & social media. Business Partner provides speaker & CME.
Practice Management Events	\$750	MMCMS provides speaker, venue & event promotion via email, eNews, mail, fax & social media. Partner/sponsor is introduced & provides a brief presentation, is listed as event sponsor on all event materials & has a collateral presence at the event.
Educational Webinars <i>(A-la-carte one event/year, Business Partners up to two/year)</i>	\$1,500	MMCMS provides flyer & event/partner promotion via email, eNews mail, fax & social media. Partner/sponsor provides speaker/program.
Member Social <i>(Business Partners only)</i>	\$1,500	MMCMS provides venue & event promotion via email, eNews, mail, fax & social media. Business Partner may attend & interact with physicians & is listed as an event sponsor on all event materials.
Holiday Party	\$1,000	MMCMS provides venue & event promotion via email, eNews, mail, fax & social media. Partner/sponsor may attend & interact with physicians, is listed as event sponsor on all event materials & has a collateral presence at the event.

**Doctors' Day, Marketing Materials in Welcome, Retention & Recruitment Emails and MMCMS Staff Recommendations/Intros are Business Partner only opportunities. Details and values for each of these opportunities are outlined on the previous page.**



# ADVERTISING & SPONSORSHIP AGREEMENT

ORGANIZATION NAME		
PRIMARY CONTACT	POSITION	
EMAIL	PHONE	
SIGNATURE OF COMPANY REPRESENTATIVE		
<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> MAKE CHECK PAYABLE TO MMCMS <input type="checkbox"/> INVOICE ME <i>(must have prior approval from MMCMS)</i>		
NAME ON CARD		
BILLING ADDRESS	CITY, ST, ZIP	
CARD NUMBER	EXP. DATE	CVV CODE
SIGNATURE		DATE
PLEASE LIST YOUR DESIRED A-LA-CARTE ITEMS		COST
TOTAL COSTS		

**\*COVID-19 NOTE**

**Networking and Educational Events** - Equivalent accommodations will be made for all events that are virtual due to COVID-19 (i.e. virtual attendance, video presentations, etc.). All events currently scheduled for January-May will be virtual.

Cancellations are not accepted after published deadlines.

Prepayment is required. Invoicing will be considered. Overdue accounts will be assessed net 30, 18% annum.

Checks should be made payable to MMCMS and mailed along with this agreement to 2848 Park Avenue, Suite C, Merced, CA 95348. To pay by credit card please complete the section above and mail, email ([chrisy@mmcms.org](mailto:chrisy@mmcms.org)) or fax (209-723-8371) this agreement.

All advertising is subject to the approval of the Merced-Mariposa County Medical Society (MMCMS). MMCMS reserves the right to exclude an advertisement/post/article or cancel this agreement for any reason which it deems sufficient.

MMCMS will not bear any responsibility for inadvertent errors or incorrect classifications, but would appreciate notification thereof. Acceptance of an advertisement/post/article in no way constitutes approval or endorsement by MMCMS of products or services advertised.