

CCMS Advertising Opportunities - 2021

The Forum

The Forum is the official magazine of Collier County Medical Society. Distribution is approximately 600, primarily serving practicing physicians in Collier County.

The full color, glossy magazine is mailed to all CCMS members six times a year and features articles on CCMS activities, laws and policies affecting doctors, community involvement, practice management, new technology and more. You can view past issues at ccmsonline.org/resources.

SIZES & RATES:

Two-sided insert*	8.5" x 11"	\$1,680
Inside cover	7.5" x 9.5"	\$1,050
Full page	7.5" x 9.5"	\$840
Back cover	7.5" x 4.5"	\$630
1/2 page	7.5" x 4.5"	\$420
1/4 page	3.675" x 4.5"	\$210
Business card	3.5" x 2.0"	\$160
	width x height	

*Call CCMS for pricing of pre-printed inserts provided by advertiser.

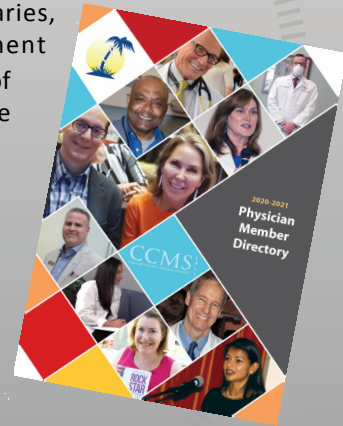
2021 SPACE & ARTWORK DEADLINES:

January/February	December 15, 2020
March/April	February 15, 2021
May/June	April 15, 2021
July/August	June 15, 2021
September/October	August 13, 2021
November/December	October 15, 2021



Physician Directory

The CCMS **Physician Directory** is the most comprehensive annual listing of physicians practicing medicine in Collier County. It includes useful information on a variety of healthcare service providers and lists physicians alphabetically and by specialty. We print 7,500 to 10,000 copies and distribute for free each fall to CCMS member practices, clinics, libraries, hospitals, the Department of Health, the Chamber of Commerce, and to the public by request. The full-color Directory is over 80 pages, at a convenient 5.5" x 8.5" size with sturdy covers and spiral binding.



SIZES & RATES:

Back cover*	6" x 8.5"	\$1,900
Inside front	4.75" x 7.5"	\$1,700
Inside back	4.75" x 7.5"	\$1,700
Tab (limit 8)	4.75" x 7.5"	\$1,375
Full page	4.5" x 7.5"	\$850
1/2 page	4.5" x 3.5"	\$425
	width x height	

*add .125" to all sides for full bleed

2021 AD RESERVATION DEADLINE: MAY 14, 2021

2021 ARTWORK DEADLINE: MAY 21, 2021

Email Newsletter

The **elert**, an e-mail newsletter, is distributed to over 700 emails, including physician members and their office managers, every other Thursday. The **elert** provides time-sensitive information, member news, and healthcare news briefs. Underwriters can provide either their logo and a 50-word description of their business, or a banner ad.

Ads/logos appear at the top of the newsletter with an active email or web link. Limited to 2 underwriters per issue. Reserve your space at least one week in advance. The first **elert** of 2021 is on January 7th.

2021 **elert** RATES:

\$200/each
6 for \$800
12 for \$1,400

Digital Ad Size:
800 pixels x 212 pixels at 72 dpi



Circle of Friends Preferred Vendor Program



The **Circle of Friends Preferred Vendor Program** brings together Medical Society members and select businesses that provide benefits to CCMS physicians in an effort to meet their personal and business needs.

Circle of Friends participants enjoy a range of marketing and advertising benefits. Premier Circle of Friends participants receive additional benefits. The Premier program is limited to five companies per year. Circle of Friends benefits can include but are not limited to:

- Advertising credits
- Logo and link to your website on the CCMS website
- Link to your website in the bi-monthly e-newsletter
- Listings in *The Forum* magazine
- Priority sponsorship opportunities
- CCMS member mailing lists
- Exclusive event invitations

CIRCLE OF FRIENDS ANNUAL FEE: \$2,000

PREMIER CIRCLE OF FRIENDS ANNUAL FEE: \$6,000

Renewal based on join date

2021 CCMS Advertising Order Form

COMPANY NAME: _____ CONTACT: _____

ADDRESS: _____ PHONE #: _____

CITY/STATE/ZIP: _____ FAX #: _____

EMAIL: _____

Circle one **CHECK ENCLOSED** **VISA / MASTERCARD / AMERICAN EXPRESS**

CARD NUMBER: _____ EXPIRATION DATE: _____

NAME ON CARD: _____ BILLING ZIP CODE: _____

SIGNATURE OF CARDHOLDER: _____

Total: \$ _____ We will call you if there is a discrepancy in calculating your order total.

Payment must be received before the posted deadline(s). Make checks payable to Collier County Medical Society.

YES! I want to make a tax deductible contribution to The Foundation of CCMS for this amount: \$ _____

Please write a separate check payable to Foundation of CCMS in the amount you designated above.

Mark Your Choices

The Forum

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Jan/Feb | <input type="checkbox"/> July/Aug |
| <input type="checkbox"/> Mar/April | <input type="checkbox"/> Sept/Oct |
| <input type="checkbox"/> May/June | <input type="checkbox"/> Nov/Dec |

select ad size

- | | |
|---|--|
| <input type="checkbox"/> Two-sided Insert*
\$1,680 | <input type="checkbox"/> 1/2 page
\$420 |
| <input type="checkbox"/> Inside cover*
\$1,050 | <input type="checkbox"/> 1/4 page
\$210 |
| <input type="checkbox"/> Full page
\$840 | <input type="checkbox"/> Biz card
\$160 |
| <input type="checkbox"/> Back cover*
\$630 | |

Circle of Friends

- ☐ Premier Level: \$6,000*
☐ \$2,000*

Physician Directory

- | | | |
|---|--|---|
| <input type="checkbox"/> Back cover*
\$1,900 | <input type="checkbox"/> Inside back*
\$1,700 | <input type="checkbox"/> Full page
\$850 |
| <input type="checkbox"/> Inside front*
\$1,700 | <input type="checkbox"/> Tab*
\$1,375 | <input type="checkbox"/> 1/2 page
\$425 |
- _____

elert

- ☐ \$200/each*
☐ Package of 6: \$800*
☐ Package of 12: \$1,400*

*Call the Medical Society office before placing your order to discuss availability & terms.

Send your digital ads to
info@ccmsonline.org



Questions?

To discuss additional underwriting opportunities or for more information on building a great CCMS marketing plan, call CCMS at (239) 435-7727.

Collier County Medical Society
88 12th St N, Unit 200, Naples, FL 34102
(239) 435-7727 fax: (239) 435-7790
www.ccmsonline.org info@ccmsonline.org

FAX THIS FORM TO:
(239) 435-7790
info@ccmsonline.org

Need design help?

Call CCMS at
(239) 435-7727 for referrals