

MSACOFP

**MISSOURI SOCIETY OF
THE AMERICAN COLLEGE OF
OSTEOPATHIC FAMILY PHYSICIANS**

MEDIA KIT



WEBSITE



E-NEWSLETTER

WHO WE ARE

The Missouri Society of the American College of Osteopathic Family Physicians is a non-profit professional medical society representing physicians, residents, and students specializing in osteopathic family medicine. We are a state affiliate of the American College of Osteopathic Family Physicians (ACOFP). Our mission is to promote the distinct philosophy of osteopathic family medicine through advocacy, education, and leadership. Family physicians play a pivotal role in the healthcare system by providing comprehensive primary care to patients of all ages. Family physicians are extremely diverse and can deliver care in a variety of settings including office practices, hospitals, nursing homes, community health centers, urgent care centers, emergency rooms, and academic health centers.

Osteopathic medicine is highlighted through extra training in the musculoskeletal system, in addition to training in the entire scope of modern medicine. Osteopathic physicians bring a patient-centered, holistic, hands-on approach to diagnosing and treating illness and injury.

Build meaningful connections, Build brand awareness, Build your success!

WEBSITE

Online advertising is fast and flexible. Extend your reach through high visibility at the top of the page or through the sponsor box. Your ad will link directly to your website.

E-NEWSLETTER

Expand your digital reach through the E-Newsletter. Published monthly, this newsletter includes current and trending articles of particular interest to our audience. It is sent to members at the beginning of each month. Your ad will link directly to your website.



Web Advertising

The MSACOFP offers several ways for you to reach your audience. Did you know DOs are the fastest growing segment of health care professionals in the US? If you market to family medicine physicians, advertising with the MSACOFP is a smart buy!

www.msacofp.org is home to the osteopathic family physicians in Missouri and is the source for our members on current events, continuing medical education, and advocacy efforts. A home-page ad offers opportunities for you to not only build your brand awareness, but also to drive traffic to your landing page.

Frequency Rates	1 Month	3 Consecutive Months	6 Consecutive Months
Home Page - Banner Ad - 500 x 325 pixels	\$500	\$1,200	\$2,500
Rail Ad - 222 x 300 pixels	\$250	\$600	\$1,125



Your ad here and it will link to your website!



This rail ad is visible on all pages to visitors of our site!



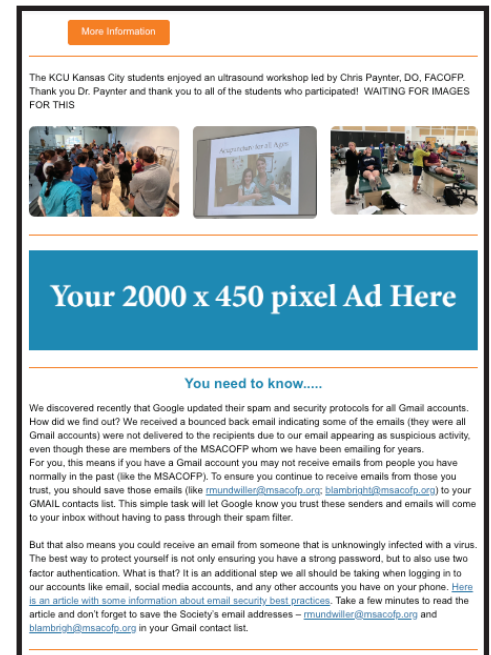
MSACOFP E-News Advertising

Large ad - top of newsletter



The newsletter is sent on the first of the month to more than 500 family physicians, students and residents. The open rate averages 33.5%. That creates a huge opportunity for you to increase your brand's awareness and reach!

Small ad - "below the fold"



THE E-NEWSLETTER

Published once a month, this newsletter keeps members informed on member and Society happenings as well as industry updates, national updates from the CDC and FDA, practice management ideas and other healthcare solutions. This communication is sent through our Association Management System which is mobile responsive and adapts to all device types.

Publish Date	Ad Due Date	Publish Date	Ad Due Date
January 2, 2024	December 27	August 1, 2024	July 26
March 1, 2024	February 23	September 3, 2024	August 26
April 1, 2024	March 25	October 1, 2024	September 24
May 1, 2024	April 24	November 1, 2024	October 25
June 3, 2024	May 28	December 2, 2024	November 25
July 1, 2024	June 24		

*the annual winter family medicine update is held the last week of January, therefore no February newsletter is produced.

Ad size	One Month	Three Months	Six Months
300 x 300 pixels (top of newsletter)	\$350	\$700	\$1,225
2000 x 450 pixels (middle or bottom of newsletter)	\$150	\$300	\$500

Resolution: No smaller than 72 PPI File Type: PNG, JPEG or EPS
A contract and prepayment are required.

Advertising Choices

Build meaningful connections, build brand awareness, and build your success.

Visit our site to secure your ad space today!



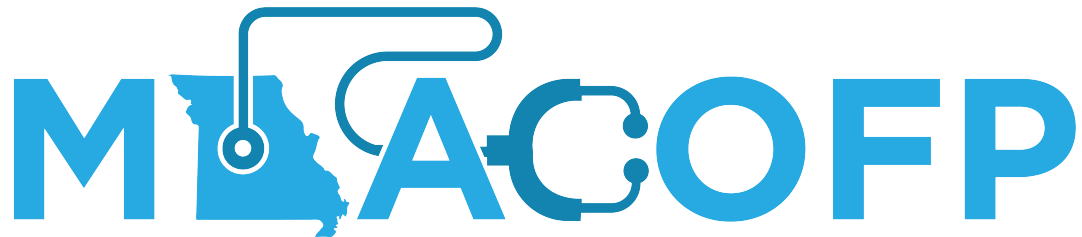
[Click here to purchase ad space!](#)

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Home Page - Banner Ad - 500 x 325 pixels	\$500	\$1,200	\$2,500
Rail Ad - 222 x 300 pixels	\$250	\$600	\$1,250
300 x 300 pixels (top of newsletter)	\$350	\$700	\$1,225
2000 pixels x 450 pixels (middle or bottom of newsletter)	\$150	\$300	\$500

Terms and Conditions

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Checks, Visa, MasterCard, American Express, are all acceptable forms of payment. Payment shall be made in US currency. Payment for any additional costs incurred by MSACOFPP must be paid 15 days from the invoice date. MSACOFPP reserves the right to refuse any new order from delinquent advertisers. Rates are subject to change without notification. There are no refunds for ads that have already appeared in a MSACOFPP publication or website. Cancellations or changes must be submitted in writing. Cancellations or changes to the artwork must be submitted 10 days prior to the date the art work is due. Acceptance of advertisements shall not be construed as any type of endorsement of the advertising, the advertiser, or the advertiser's organization, product, system or service, by MSACOFPP. MSACOFPP is not liable for the quality of advertisements that do not meet the ad specs specified on the order form.



MISSOURI SOCIETY OF THE AMERICAN COLLEGE OF OSTEOPATHIC FAMILY PHYSICIANS

Our Mission

To promote the distinct philosophy of osteopathic family medicine through advocacy, education and leadership.

Our Vision

To be the premier leader for Missouri osteopathic family medicine

573-634-4667

www.msacofp.org/