



CONNECTING WITH US

2022

Advertising and Partnership
Opportunities

CONTENTS

Your MSV Connections 2

Getting Connected 3

Member Demographics 4

Ways to Connect..... 5

2022 Rates 7

Partners 10

2022 Order Form11

Partnership Tiers Summary 12

YOUR MSV CONNECTION



Taylor Cepeda
PR & Communications Manager

ph: 804-377-1042
e: tcepeda@msv.org



Bailey Kiersarsky
Graphic Designer

ph: 804-377-1052
e: bkiersarsky@msv.org

GETTING CONNECTED

Whether you're looking to build your business, offer medical practice products and services, or just need some face-time with our members, connecting with the right organization is the most important thing. We represent the physician and PA voice and together, we are two of the most relevant forces shaping the practice of medicine in Virginia.

By working with us, we put you in front of the largest and most engaged network of Virginia physicians and PAs. No other organization provides more ways to connect and engage with the practice of medicine.

We are proud to call approximately 10,000 physicians, physicians-in-training, PAs, and PA students, our members, representing all practice types, specialties, and regions across the Commonwealth.

Our members are your audience. Get to know them better, boost your visibility, and showcase your expertise, product, service, or program to generate brand awareness and credibility.

Why connect with MSV?

We offer a variety of opportunities to connect. Print and digital publications, web, social media, and sponsorships—just to name a few.

Together, we keep members educated on advocacy issues, medical business, and the practice of medicine. By working with us, we can give you access to the audience you want to be in front of.

Membership Base

10,000+

Social Community

4,400+

Electronic Communications

23%
avg. open rate

Deliverability Rate

99%

Extended Connections

In addition to our strong member base, our long-lasting and established relationships with academic medical centers, health systems, Virginia stakeholders, and local societies are an extended way for you to connect. Together, we can help you leverage our pre-existing relationships by discovering common grounds for you to engage the healthcare community.

Academic Centers

- ▶ University of Virginia
- ▶ Eastern Virginia Medical School
- ▶ Virginia Commonwealth University School of Medicine
- ▶ Liberty University College of Osteopathic Medicine
- ▶ Virginia Tech Carilion School of Medicine
- ▶ Virginia College of Osteopathic Medicine

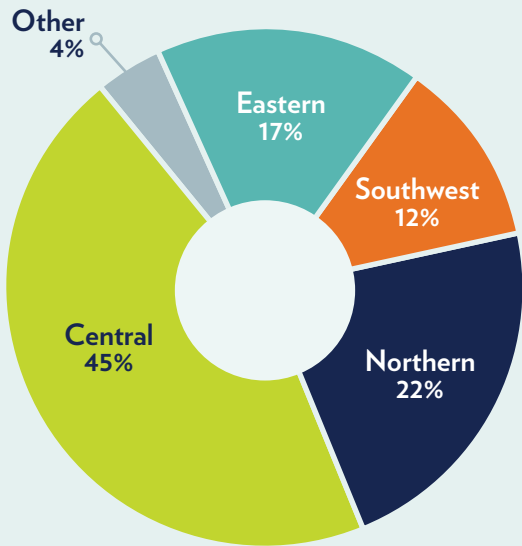
Local Societies

- ▶ Albemarle County Medical Society
- ▶ Arlington County Medical Society
- ▶ Chesapeake Medical Society
- ▶ Lynchburg Academy of Medicine
- ▶ Medical Society of Northern Virginia
- ▶ Norfolk Academy of Medicine
- ▶ Prince William County Medical Society
- ▶ Richmond Academy of Medicine
- ▶ Tri County Medical Society
- ▶ Virginia Beach Medical Society

MEMBER DEMOGRAPHICS

We work hard to fully understand our diverse membership base. How do we do it? With segmentation and persona development, we are continually evaluating, defining, and subdividing our membership base by specialty, region, size, practice type, member behavior, and engagement. (Statistics as of Oct. 2020)

Physician Membership by Region



Physician Specialties

MSV is proud to represent physicians from nearly **200 distinct specialties**. Some of the most common specialties include:

17+ Surgical Specialties

Anesthesiology

Cardiology

Dermatology

Family Medicine

Hematology

Internal Medicine

Neurology

Pathology

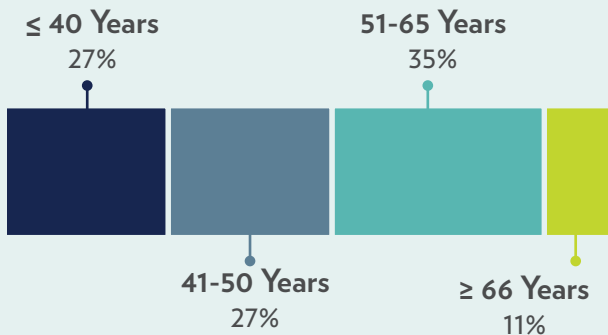
Pediatrics

Psychiatry

Pulmonology

Radiology

Physician Membership by Age



Medical Student Section

MSV has one of the most active medical student sections in the nation with over 1,500 participating student members.

MSV has **active medical students** from each of the five medical schools in Virginia:

- ▶ Eastern Virginia Medical School
- ▶ Liberty College of Osteopathic Medicine
- ▶ University of Virginia
- ▶ Virginia Commonwealth University Medical College of Virginia
- ▶ Virginia Tech Carilion School of Medicine

WAYS TO CONNECT

Our publications represent the voice of physician members and other active medical professionals in the state of Virginia. We publish news updates, thought leadership content, current and upcoming legislation, and events relevant to the practice of medicine.

We believe that keeping our audience informed, educated, and recognized for their medical efforts is the best way to stay ahead of all things impacting the practice of medicine.

Let us know how you'd like to be highlighted in our outreach... our options range from print to digital, including email and social media.

Print Publication

Virginia Medical News

The Virginia Medical News is a bi-annual print publication exploring the practice of medicine, legislative agendas, and results as well as important medical news. Issues are distributed to active members in a Fall/Winter and Spring/Summer edition.

Print and Digital
Reach

6,000+

Avg. Deliverability Rate

99%

Avg. Open Rate

23%

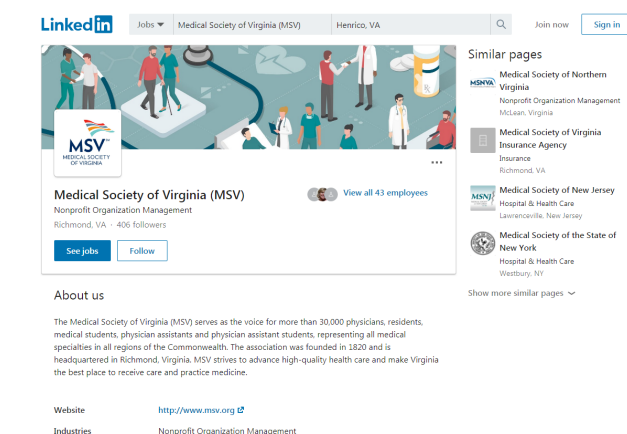
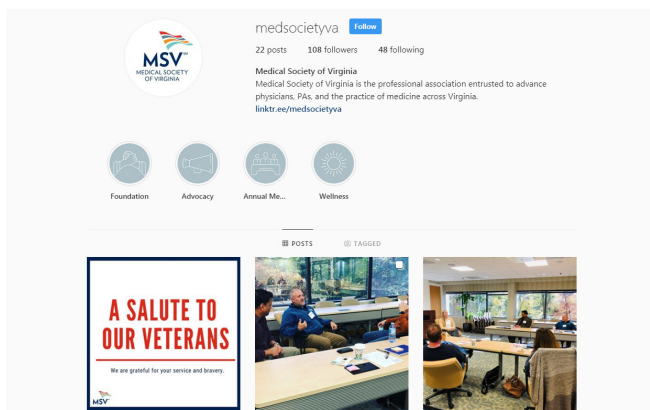
Digital Communication

Our readers are highly engaged at an average open rate of 23% across all email communications.

E-News

Our email communication is sent every other week to inform our audience about the landscape of our current healthcare community in Virginia and around the country.

Social Media Reach



2022 RATES

Advertising in Publications

The Virginia Medical News

Our print newsletter is a MSV member-exclusive publication. It is delivered to our membership with information about legislation, policy, physician programming, events, and insurance updates. It also includes highlighted news and additional industry resources and content.


Please Provide: .pdf, .tiff, .eps, or .jpg with 300dpi resolution and CMYK color. See size specs below.

Full Page		Half Page		Quarter Page (vertical or horizontal)	
\$3,000 Single	\$2,500 Multiple	\$2,000 Single	\$1,700 Multiple	\$1,000 Single (either format)	\$800 Multiple (either format)
8" x 10.5"		8" x 5.25"		8" x 2.625"	4" x 5.25"

E-News

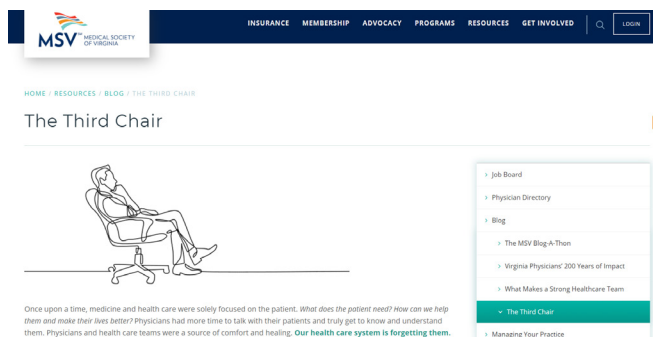
Our email communications reach a 6,200+ audience with information regarding advocacy, health policy, leadership, networking, events and sponsored thought leadership content.

Please Provide: .JPG, .GIF, or .PNG with 72ppi resolution and RGB color. See size specs below.

Sponsor E-News	Block Ad	Banner Ad
\$1,000	\$750 Single \$675 Multiple	\$650 Single \$600 Multiple
Logo and link to website will be placed at the top of e-news	275px x 150 px	565px x 75px
 <p>2020 Virtual Annual Meeting Commenting for 2020 HOD Resolutions Will be Open Until Thursday, September 24</p> <p>Relevance committees will meet and review comments, staff analysis, and each resolution individually, and create and post a report on Tuesday, September 29. All extractions to the Reference Committee reports on Resolutions must be completed by midnight on Tuesday, October 6 by emailing info@virginiamedicalnews.org. Extractions will not be permitted during House of Delegates proceedings.</p> <p>You may, but are not required to, submit amendments with your extractions to better prepare and organize discussion prior to HOD. Amendments can be submitted prior to and during the HOD proceedings.</p> <p>Leave Your Comments!</p>	 <p>Quick Links</p> <ul style="list-style-type: none"> • Antihem Delaying a Cut in Vaccine Administration Codes 	 <p>Quick Links</p> <ul style="list-style-type: none"> • Antihem Delaying a Cut in Vaccine Administration Codes • Lung Cancer and COVID-19 in the Outpatient Setting: What Clinicians Need to Know • COVID-19 Update: How to Set Up a Protected 2022 • Extended Special Enrollment Period Offers New Chance to Access Health Coverage • Educational Forum on Substance Use Disorders: Prevention, Treatment, and Practical Applications in Practice • Guidelines for the use of Long-Acting Reversible Contraception (LARC) Treatment • Retroactive Billing for Addictive (Opioids) Therapy (ADTS) Effective July 1

Blog Posts

MSV's newly launched blog features timely, relevant content from our member experts on a variety of topics relating to healthcare and the reality of practicing medicine in today's world. Past posts have addressed the importance of advocacy, mental health access, the physician-patient relationship, and more.

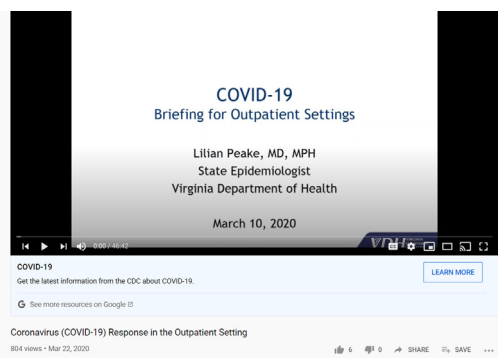


Sponsor a Blog Post

\$500

Webinars

MSV has hosted a variety of webinars on topics relevant to physicians, PAs, residents, and medical students, with speakers that include state leadership, virologists, epidemiologists, financial experts, and practice advisers. From March to August 2020 alone, over 2,000 people turned to MSV's webinars for important and timely information on topics such as COVID-19, telehealth, cyberliability, and more.



Sponsor a Live Webinar

\$1,500

Sponsor a Pre-Recorded Webinar

\$750

Advertising on Social Media

Social Media

Our Facebook and Twitter pages have a combined audience of over 4,466+ followers.
Engage our audience with your content.

Facebook	Twitter	Instagram
\$150 per post	\$100 per post	\$150 per post

Event Sponsorship Opportunities



MSV's House of Delegates

Educational Events

Exhibitors

MSV Presidential Inauguration



Entertainment

Music

Silent Auction

Dancing

Food and Spirits

350 Attendees

For details about available Annual Meeting and Gala sponsorship opportunities,
contact Denise Kranich at 804-377-1047 or dkranich@msv.org.

OUR PARTNERS

Throughout the years, we have partnered with leaders within the medical community. We have worked with each organization to develop a mutually beneficial relationship.



2022 ORDER FORM

Print

Virginia Medical News

Full Page Ad:

- ☐ Single - \$3,000
☐ Multiple - \$2,500/ea
 └ No. of ads:

Half Page Ad:

- ☐ Single - \$2,000
☐ Multiple - \$1,700/ea
 └ No. of ads:

Quarter Page Ad:

- ☐ Single - \$600
☐ Multiple - \$540/ea
 └ No. of ads:

Requested Issue(s):

- ☐ Spring/Summer
☐ Fall/Winter

Digital

E-News

E-News Sponsorship:

- ☐ \$1,000 each
 └ No. of ads:

Insertion Month(s):
.....
.....

Block Ad:

- ☐ Single - \$750
☐ Multiple - \$675/ea
 └ No. of ads:

Insertion Month(s):
.....
.....

Horizontal Ad:

- ☐ Single - \$750
☐ Multiple - \$675/ea
 └ No. of ads:

Insertion Month(s):
.....
.....

Banner Ad:

- ☐ Single - \$650
☐ Multiple - \$600/ea
 └ No. of ads:

Insertion Month(s):
.....
.....

Webinars

Sponsored Webinar

- ☐ \$1,500 each - Live
☐ \$750 each - Pre-Rec.
 └ No. of webinars:

Publication Date(s):
.....
.....

Blog Posts

Sponsored Blog Post

- ☐ \$500 each
 └ No. of blogs:

Publication Date(s):
.....
.....

Social Media

Twitter:

- ☐ Post - \$100 x

Insertion Month(s), max 6/mo.:
.....
.....

Facebook:

- ☐ Post - \$150 x

Insertion Month(s), max 4/mo.:
.....
.....

Instagram:

- ☐ Post - \$150 x

Insertion Month(s), max 4/mo.:
.....
.....

Summary

Total Placements:

Print Blog/Webinar

Email Social Media

Total Price:

\$

.....
Signature

.....
Company

.....
Date

.....
Authorized MSV Signature

.....
Date

MSV PARTNERSHIPS

	Trusted Partner \$2,500 Annually	Preferred Partner \$5,000 Annually	Premier Partner \$7,500 Annually
Inclusion in MSV's Partnership Directory	✓	✓	✓
Brand presence on MSV website	✓	✓	✓
MSV logo available for use in your organization's branding such as website, print collateral, and digital assets (subject to approval)	✓	✓	✓
Discounted registration fees to events and educational opportunities*	✓	✓	✓
Marketing opportunities through channels including MSV e-newsletters and social media	✓	✓	✓
Partners listed in printed newsletter**	✓	✓	✓
Partners named at each MSV Board Meeting	✓	✓	✓
Inclusion in Annual Meeting swag bag and logo on program		✓	✓
Subscription to MSV E-newsletter		✓	✓
Single send email about your organization annually to MSV members***		✓	✓
10% discount on ads from the MSV Media Kit			✓
Recognition at MSV's Annual Meeting – Includes exhibitor booth			✓
Sponsor or co-host an MSV webinar			✓

*Excludes the Physicians Gala

**Premier partners get a half page ad in newsletter

***Premier Partners receive 2 single sends to MSV Members

To learn more about this option and availability, please reach out to Taylor Cepeda at tcepeda@msv.org.



The Medical Society of Virginia is searching for heroes like you. People who believe in preserving the practice of medicine the way it was always intended—with the physicians' and patients' best interests in mind. Join us as we continue to work together to make a difference in the rapidly changing healthcare environment. For more information, visit MSV at www.msv.org.