OUR MEMBERS ARE LOOKING FOR YOU!
THE VOICE OF 15,000 PHYSICIANS

- Average net income per physician: $203,892
- Professional expenses per physician: $331,472
- Physicians from rural areas: 18%
- Physicians from urban areas: 82%
- Single-physician practices: 35%
- Physicians employed by group practices: 28%
- Physicians age 45 or younger: 15%
- Physicians between the ages of 46-50: 21%
- Physicians age 61-65: 11%

PHYSICIANS CARING FOR PATIENTS

The Michigan State Medical Society, Michigan’s largest and most influential state medical society, speaks on behalf of more than 15,000 physician and medical student members across the state in its commitment to improve the health of all Michiganders. In partnership with its county medical societies, MSMS has been helping Michigan physicians set high professional and ethical standards since 1866.

The mission of the Michigan State Medical Society is to promote a health care environment that supports physicians in caring for and enhancing the health of Michigan citizens through science, quality, and ethics in the practice of medicine.

120 West Saginaw Street | East Lansing, Michigan 48823 | 517/337-1351 | http://msms.org | msms@msms.org
**Michigan Medicine** crosses all specialty lines and hits hard on current issues affecting patient care, practice management and technology, physician reimbursement, cost controls, human resource trends and legal matters. **Michigan Medicine** also presents thought-provoking and inspiring profiles of physicians who are pursuing unique approaches to the challenges of practicing medicine today. Published since 1902, **Michigan Medicine** is the official magazine of the Michigan State Medical Society.

### Michigan Medicine Advertising Rates

*All rates are net. An agency placing advertising should add their commission when billing their client, the advertiser.*

<table>
<thead>
<tr>
<th>4 Color Covers</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>Cover 4 (Back Cover)</td>
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<td>$3,400</td>
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<tr>
<td>Cover 2 (Inside Front)</td>
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### 4 Color Display

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<tr>
<td>2/3 Page</td>
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<tr>
<td>1/2 Page</td>
<td>1,372</td>
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<tr>
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### Black & White Display

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</table>

### Inserts:

- Full page black & white rate at the appropriate frequency discount for each page of the insert.

### Polybagged Outsers:

- Full page black & white rate at the appropriate frequency discount for each page of the insert, plus additional postage.

### Marketplace Display

<table>
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<tr>
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### Classified Rates:

- $1.60 per word, $65 minimum. Add $12.00 each for border, bolding or logo.

### 2016 Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space</th>
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<tr>
<td>January 11, 2016</td>
<td>12/07/15</td>
<td>12/18/15</td>
</tr>
<tr>
<td>Issue’s focus is <strong>Maintenance of Certification</strong></td>
<td></td>
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<tr>
<td>March 14, 2016</td>
<td>02/08/16</td>
<td>02/19/16</td>
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<tr>
<td>Issue’s focus is the <strong>Rural Practice of Physicians</strong></td>
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<tr>
<td>May 9, 2016</td>
<td>04/04/16</td>
<td>04/15/16</td>
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<tr>
<td>Issue’s focus is the <strong>Tough Issues</strong></td>
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<tr>
<td>July 11, 2016</td>
<td>06/06/16</td>
<td>06/17/16</td>
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<tr>
<td>Issue’s focus is the <strong>Revenue Cycle</strong></td>
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<td>September 12, 2016</td>
<td>08/08/16</td>
<td>08/19/16</td>
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<td>Issue’s focus is <strong>Physician Satisfaction</strong></td>
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<td>November 14, 2016</td>
<td>10/10/16</td>
<td>10/21/16</td>
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<tr>
<td>Issue’s focus is <strong>Behavioral and Mental health</strong></td>
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</tbody>
</table>

### Advertising Representative:

Carl Mischka
888/666-1491 • Fax: 949/266-9393
emischka@msms.org
MSMS.org

MSMS.org is the official website of the Michigan State Medical Society. It is a collection of web pages or documents that are accessed through the Internet. MSMS.org contains information about the Society, legislative activities, educational events, industry-related information and resources for its members.

This exclusive placement give your company the attention it deserves in front of 15,000 medical professionals.

Skyscraper (160 x 600)
• $3,750 annually
This campaign consists of a vertical format banner on the right side of the homepage; left side of nearly all interior pages on msms.org. Availability is limited with only 15 offered per year.

Medigram

The MSMS Medigram is an e-newsletter which informs members about the Society’s activities, industry news and legislative activities. Medigram is delivered every Friday to more than 8,000 members’ email addresses.

Leaderboard (728x90): This premier position provides your company with top exposure and quality traffic.
• Investment: $3,100

Lower Leaderboard (580x70) The lower leaderboard gives your company a prominent position right under the association’s masthead.
• Investment: $2,800

Box Ad (300x250): This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.
• Investment: $2,500

Top Banner (468x60): Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
• Investment: $2,500

Bottom Banner (468x60): Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
• Investment: $2,200

Horizontal Product Showcase (275x175): Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
• Investment: $2,500

Vertical Product Showcase (350x125): Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
• Investment: $2,300

Social Text Ad (35x35--social media icon; 215x85-main image): Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.
• Investment: $1,250

Accepted file formats are GIF or JPG. Accepted file size is a max of 40k.

To learn more about our digital opportunities, please contact our publishing partner, MultiView at 972/402-7023 or gforneret@multiview.com.
The 151st Annual Scientific Meeting, MSMS’ largest and longest-running conference, brings together physicians and leaders from medical schools, health systems and specialties over four days. With more than 30 clinical topics presented by national and local experts, ASM provides great exposure with many opportunities to engage physicians one-on-one.

Learn more at http://msms.org/ASM

Water Bottle Sponsor
Wrap advertisement on all water bottles for the conference.
Value: $2,000

Popcorn Sponsor
A favorite event, there will be prominent signage inside exhibit hall along with your branded sticker on the popcorn bag.
Value: $1,000/day

Lunch Box Sponsor
Prominent signage inside exhibit hall, your branded sticker on box lunch, company-provided napkins, an opportunity to provide MSMS with marketing materials on lunch tables, and recognition in onsite program.
Value: $1,000/day

Resident and Student Poster Symposium Sponsor
Sponsor of the poster competition (up to six awards of $1,500 each) – prominent signage, acknowledgement in onsite program, each table displaying the residents’ poster will have a sign reading “Poster Session Presented by [Sponsor]”, sponsoring company can be on stage during award presentation and awards will be presented by a company representative.
Value: $1,500

Breakfast Sponsor
Prominent signage inside exhibit hall, and recognition in onsite program. Marketing materials on breakfast-area tables.
Value: $1,000/day

Morning Break Sponsor (all three days)
Signage on snack tables inside exhibit hall, and recognition in onsite program.
Value: $2,000

Premier Exhibitor Package
Includes “Exhibitor” package AND: three course exhibits (value of $1,000 each), half page advertisement in the onsite program, option to include one promotional stuffer in registrant material, prominent signage at conference, and recognition at lunch.
Value: $7,500

Practice Solutions Special
**Limited to MSMS Practice Solutions companies** Includes “Exhibitor” package and option to include one promotional piece in registrant’s materials.
Value: $2,000

Exhibitor
A 6’ x 10’ display booth for two days (Oct. 26-27, 2016), 35-word description in online program, complimentary box lunch for three, mailing list of 2015 ASM attendees, post 2016 ASM attendee list, ASM website acknowledgement, complimentary hot breakfast for two, and an exhibit booth identification sign.
Value: $1,000

Course Exhibitor
Exhibit at one three-hour course, 6’ tabletop display located outside of course room, acknowledgement sign inside course room, recognition in program as course exhibitor, 35 word description in online program, mailing list of 2015 ASM attendees, and post 2016 ASM attendee mailing list. This is ideal for companies targeting specific diseases or specialties.
Value: $1,000

Wednesday, October 26 - Saturday, October 29, 2016
Sheraton Hotel, Novi, Michigan
Reach physicians from all areas of practice with your product and service during MSMS' two-day Spring Scientific Meeting (SSM). This conference will put you face-to-face with Michigan physicians. The exhibit hall provides two days of visibility for your company with both exhibiting and sponsorship opportunities.

**Water Bottle Sponsor**
Wrap ad on all water bottles for the conference.
Value: $1,000

**Popcorn Sponsor**
A favorite event, there will be prominent signage inside exhibit hall along with your branded sticker on the popcorn bag.
Value: $1,000/day

**Lunch Box Sponsor**
Prominent signage inside exhibit hall, your branded sticker on box lunch, company-provided napkins, an opportunity to provide MSMS with marketing materials to include on lunch tables, and recognition in onsite program.
Value: $1,000/day

**Breakfast Sponsor**
Prominent signage inside exhibit hall, and recognition in onsite program. Marketing materials on breakfast-area tables.
Value: $1,000/day

**Morning Break Sponsor (both days)**
Signage on snack tables inside exhibit hall, and recognition in onsite program.
Value: $1,000/day

**Premier Exhibitor Package**
Includes “Exhibitor” package AND: two course exhibits (value of $1,000 each), half page ad in the onsite program, option to include one promotional stuffer in registrant material, and prominent signage at conference.
Value: $4,500 $3,000

**Practice Solutions Special**
**Limited to MSMS Practice Solutions companies** Includes “Exhibitor” package and option to include one promotional piece in registrant’s materials.
Value: $2,000

**Exhibitor**
Tabletop display booth for two days (May 19-20, 2016), 35-word description in online program, complimentary box lunch for two, mailing list of 2016 SSM attendees, and SSM website acknowledgement.
Value: $750

**Course Exhibitor**
Exhibit at one three-hour course, 6’ tabletop display located outside of course room, acknowledgement sign inside course room, recognition in program as course exhibitor, 35-word description in online program, and mailing list of 2016 SSM attendees. This is ideal for companies targeting specific diseases or specialties.
Value: $1,000

**Conference on Maternal & Perinatal Health**
5/19/2015 | Somerset Inn, Troy
Exhibiting at this conference includes: 6’ tabletop display located outside of the course room, acknowledgement sign inside course room, recognition in program as an exhibitor, 35-word description in online program, and mailing list of 2016 MPHC attendees. This is ideal for companies targeting maternal and perinatal health professionals.
Value: $500
The House of Delegates is the legislative body of the Michigan State Medical Society and consists of delegates elected by component societies, recognized specialty societies, delegates from the Residents and Fellows, Students, Young Physicians, Organized Medical Staff and International Medical Graduates Sections.

The MSMS House of Delegates will be held April 30-May 1, 2016 at The Henry in Dearborn featuring hundreds of physician leaders from around Michigan.

**President’s Banquet Sponsor**
Prominent signage inside and outside of room and four complimentary tickets to the Presidential Reception and Installation dinner.

Value: $2,500

**President’s Reception Sponsor**
Prominent signage inside and outside of room and two complimentary tickets to the Presidential Reception and Installation dinner.

Value: $1,500

**Exclusive Water Bottle Sponsor**
Wrap ad on all water bottles for the conference.

Value: $2,000

**Lunch Box Sponsor**
Sticker with logo outside box lunch, company-provided napkins and business cards inside lunch box if you so wish.

Value: $1,000

**50 Year Awardees’ Reception & Luncheon Sponsor**
Prominent signage inside and outside of room.

Value: $1,000

**Coffee/Break Station Sponsor (both days)**
Signage on coffee/break station tables outside of room.

Value: $1,000/day

**Practice Solutions Exhibitor Special**
Includes “Exhibitor” package AND: one promotional stuffer in registrant material.

**For MSMS Practice Solutions members only**

Value: $1,550

**Exhibitor**
8’ Tabletop display for one day (April 30, 2016), complimentary box lunch for three, mailing list of 2015 HOD attendees, post 2016 HOD attendee mailing list, HOD website acknowledgement, complimentary breakfast for three, and two complimentary tickets to the Presidential Reception and Installation dinner.

Value: $1,000
The Michigan State Medical Society Foundation, the physicians’ own charity founded in 1945, is an outlet for doctors wanting to express their compassion and caring beyond the medical office. Twice each year, the MSMS Foundation Board of Trustees makes financial grants to community-based health programs to further research, education, and outreach.

6/6/2016 | Forest Akers West Golf Course, Lansing

Golf Corporate Package
Includes Acknowledgement or signage, acknowledgement in the printed golf outing program, 18 holes of golf for 4, electric carts, greens fees, lunch and afterglow reception for players, three raffle tickets for each player.

Value: $2,000

Golfer Gift Sponsor
Includes MSMS/sponsor-branded gift, and everything in the Golf Corporate Package.

Value: $2,500

Lunch at the Turn Sponsor
Includes signage on boxed lunches and everything in the Golf Corporate Package.

Value: $2,500

After-Glow Reception Sponsor
Includes signage and acknowledgement at the reception and everything in the Golf Corporate Package.

Value: $2,500

Hole Sponsor
Includes sponsor package plus 4 golfers.

Value: $1,200

Non-sponsor team package
Includes 18 holes of golf for 4, lunch, refreshments, afterglow reception, color team photo, and three raffle tickets for each player.

Value: $1,000

MSMS “Lunch and Learn” Policy Webinar Series
12:15 p.m. - 1:00 p.m. monthly
Grab a lunch, click the link, and join us! These FREE short and interactive monthly online updates are designed to explore key policy issues impacting physicians in the state of Michigan. It’s more than a presentation... insights are solicited from participants and encouraged interaction with our experts.

Sponsor(s) will receive advertisement in Education Update, a quarterly publication listing all educational events, logo and sponsor’s information in confirmation emails, and a mention before every presentation.

Sponsorship Value: $1,000

Office Staff Seminars
Several - February through December | Several
Audience: Practice administrators, coding and billing staff
Topics include coding, billing, and reimbursement.

Exhibit Value: $500

Conference on Maternal & Perinatal Health
5/14/2015 | Somerset Inn, Troy
Exhibiting at this conference includes: 6’ tabletop display located outside of the course room, acknowledgement sign inside course room, recognition in program as an exhibitor, 35-word description in online program, and mailing list of 2016 MPHCA attendees. This is ideal for companies targeting maternal and perinatal health professionals.

Value: $500
YES! I WANT MORE BUSINESS!

Company Name

Contact Name

Address

City/State/Zip

Phone

Fax

Email

Product or Service

Payment information:
A deposit of $500 and/or $250 for tax-exempt organizations must accompany this agreement 30 days prior to the start of your marketing activity. The entire balance due must be submitted for sponsorships or exhibiting prior to the start of any educational event. No refunds will be made for cancellations made 30 days prior to the marketing activity; prior cancellations will result in a $100 handling fee. All space which is not occupied by show opening may be subject to resale with no refund.

MSMS-event name (if applicable):

Exhibit opportunities (identify participation level):

Sponsorship opportunities (identify participation level):

Advertising opportunities:  __ Michigan Medicine  __ Medigram  __ MSMS.org

TOTAL DUE: $____________________  CHECK ENCLOSED: $____________________

Please charge $____________________ to:  __ Visa  __ MasterCard  __ American Express  __ Discover

Card #____________________

Expiration date:____________________

Name on card:____________________

Authorized signature:____________________

Print Name:____________________  Date:____________________
BUILDING YOUR BRAND THROUGH OUR MEMBERS

Offering unique strategic partnerships to help your brand be seen, heard and experienced.

MICHIGAN STATE MEDICAL SOCIETY
120 West Saginaw Street
East Lansing, MI 48823