

BECOME A KMA CORPORATE AFFILIATE

Company Information

Company: _____

Products/Services Provided by Company: _____

Mailing Address: _____

City and State: _____ Zip Code: _____

Phone: _____ Website Address: _____

Contact Information

Name: _____ Title: _____

Mailing Address: _____

Phone: _____ Fax: _____

E-mail: _____

Please indicate the Corporate Affiliate level you are requesting:

LEVEL 1 - \$5,000

LEVEL 2 - \$2,000

Payment Information

Check

Credit Card

If paying by credit card, please fill in the following:

Name on the Credit Card: _____

Billing Address: _____

Credit Card Number: _____

Expiration Date: _____ Signature: _____

Nonprofit companies interested in the Corporate Affiliate Program, please contact
Emily Schott at (502) 814-1388 or schott@kyma.org.

Return this application with payment payable to the Kentucky Medical Association:

Attn: Emily Schott
9300 Shelbyville Road STE 850
Louisville, KY 40222
Fax: 502-426-6877



KENTUCKY MEDICAL ASSOCIATION

CORPORATE AFFILIATE PROGRAM



KMA CORPORATE AFFILIATES

The Kentucky Medical Association (KMA) is the premier professional organization for physicians, residents and medical students in the Commonwealth, **with more than 7,000 members representing every specialty and type of medical practice**. Since its inception in 1851, KMA has worked on behalf of physicians and the patients they serve to ensure the delivery of quality, affordable healthcare.

Each year, KMA offers outside organizations the opportunity to promote their products and services through sponsorship levels that allow for maximum access to KMA members.

KMA's Corporate Affiliate Program (CAP) offers two levels, with each providing varying exposure to KMA members and during association events.

Level 1 – \$5,000

Level 1 Corporate Affiliates receive the most exclusive access to KMA members. Only Level 1 Corporate Affiliates are granted access to exhibit tables at KMA Annual Meeting. Two spots for attendance at the meeting are also included with this level.

LEVEL 1 BENEFITS ALSO INCLUDE:

- » Listing as a Level 1 Corporate Affiliate in KMA Annual Meeting Signage Promotion throughout Annual Meeting
- » Exclusive opportunity to sponsor an event at Annual Meeting (see right for Additional Sponsorship Opportunities)
- » Receive an electronic KMA membership mailing list (Excel format) for a one-time use
- » Listing as a Corporate Affiliate in KMA new member packets
- » Half-page ad included in personalized binders for attendees at KMA Annual Meeting
- » Official announcement of Corporate Affiliate status on KMA social media
- » Rotating logo on the KMA website
- » Opportunity to include a print piece regarding good works/philanthropy on KMA website and in KMA membership e-newsletter
- » Acknowledgement of Corporate Affiliate Status in various KMA publications
- » Receive a 10% discount on advertising in KMA publications

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE ONLY TO LEVEL 1 CAPS:

KMA Annual Meeting Sponsorship Opportunities (2 representatives can attend each sponsored event)

- » KMA General Breakfast, \$1,000
- » KMA VIP Dinner, \$1,000 (includes 3-5 minute speaking opportunity)
- » KMA Leadership Dinner, \$2,000 (includes recognition as sponsor on table toppers)
- » Kentucky Physicians Leadership Institute (KPLI) Module, \$1,000
- » House of Delegates Luncheon, \$1,000
- » Annual Meeting Website Ad, \$250

Additional event sponsorships may become available throughout the year, dependent upon programming.

Products

- » New Member Guide, \$250
- » KMA Member Folders, \$250



Level 2 – \$2,000

Level 2 Corporate Affiliates receive a host of benefits that provide valuable exposure to KMA members. Level 2 sponsors are eligible for a **10% discount on advertising in KMA publications**.

LEVEL 2 BENEFITS ALSO INCLUDE:

- » Listed as a Level 2 Corporate Affiliate in KMA Annual Meeting Signage
- » Receive attendee mailing list from Annual Meeting (Excel format)
- » Listed as a Corporate Affiliate in KMA new member packets
- » Official announcement of Corporate Affiliate status on KMA social media
- » Quarter-page ad included in personalized binders for attendees at KMA Annual Meeting

ADVERTISING OPPORTUNITIES

KMA produces several print pieces throughout the year that are distributed to all members. The *Communicator* is published three times per year and *For the Record* is published once a year in the fall.

Open Rate

- Quarter page, \$450
- Half page, \$800
- Full page, \$1,500

Special Pages (Only 1 of each available)

- Back page (**For the Record**), – \$1,600
- Inside Front Page (**For the Record**) – \$1,800
- Inside Back Page (**For the Record**) – \$1,800
- Back page (**Communicator**) – ½ page, \$1,000
- Sponsorship of KMA patient newsletter, **Focus on Health** (Included in print Communicator as a front/back page and provided to members as separate PDF – front and back – for printing and distribution to patients) ½ page, \$1,000

KMA Corporate Affiliates Rate (discounted 10%)

- Quarter page, \$405
- Half page, \$720
- Full page, \$1,350

Special Pages (Only 1 of each available)

- Back page (**For the Record**) – \$1,440
- Inside Front Page (**For the Record**) – \$1,620
- Inside Back Page (**For the Record**) – \$1,620
- Back page (**Communicator**) – ½ page, \$900
- Sponsorship of KMA patient newsletter, **Focus on Health** (Included in print Communicator as a front/back page and provided to members as separate PDF – front and back – for printing and distribution to patients) ½ page, \$900

See KMA *Communicator* & *For the Record* Advertising Rates Sheet for ad sizes and specifications

To place an ad, contact Emily Schott at (502) 814-1388, schott@kyma.org.