



WWW.OSMA.ORG

OHIO STATE MEDICAL ASSOCIATION MEDIA GUIDE

OSMA WEBSITE ADVERTISING

FOR MORE INFORMATION, PLEASE CONTACT:

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Ohio
State Medical
Association 

NAYLOR 
ASSOCIATION SOLUTIONS



THE OSMA ADVANTAGE

- Our members are affiliated with the **9th largest physician market** in the nation.
- We represent nearly **16,000** physicians, residents, medical students, and practice managers throughout the state.
- The Ohio medical industry generates roughly **\$16.9 billion** in annual revenue.
- Members of the Ohio medical industry have **\$1.54 billion** in yearly purchasing power.

BENEFITS OF ADVERTISING:

Spotlight your brand on the OSMA website and take advantage of:

- Direct visitors to the landing page of your choice
- Year-round visibility reinforces brand recognition.
- Dynamic, time sensitive promotion.
- You're in control of your artwork! You can change your ad and web link at any time throughout the year.



WWW.OSMA.ORG
WEBSITE SALES

**CONNECT WITH OHIO'S TOP PHYSICIANS
AND MEDICAL INDUSTRY LEADERS.**

**CONTACT YOUR NAYLOR ACCOUNT
EXECUTIVE TODAY!**

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OSMA WEBSITE

ADVERTISING ON WWW.OSMA.ORG



Advertising on the OSMA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to osma.org to learn about upcoming association events, discover ways to maximize their OSMA membership, get community related updates and network on community.osma.org. Advertising on osma.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of medical professionals.

Features of OSMA website advertising:

- Cross-promoted in other OSMA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, www.osma.org receives:

- Roughly than 3,030 unique visitors per month
- Nearly 4,000 visits per month
- More than 14,000 page views per month

*Traffic numbers from 03/2018 to 03/2019



WWW.OSMA.ORG



Exclusive Run-of-Site Custom Rectangles

12 months | \$3,800

Two exclusive run-of-site positions located on every page of the OSMA website. (300 x 100 pixels)

Run-of-Site Custom Rectangle

12 months | \$3,065

Located on every page of the OSMA website. One position available with two advertisers rotating. (300 x 100 pixels)

For the latest online specs, please visit
www.naylor.com/online-specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.