

2020

# SDPA MEDIA KIT

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## INDUSTRY RELATIONS



Empower. Educate. Advance.

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The Future of Dermatology

**Society of Dermatology Physician Assistants**  
844-DERMPAS (844-337-6727) [dermpa.org](http://dermpa.org)

Founded in 1994, the Society of Dermatology Physician Assistants (SDPA) is the largest specialty constituent organization under the American Academy of Physician Assistants (AAPA). With over 3,700 members, the SDPA offers a tremendous opportunity for you to engage with a dynamic and engaged group of medical providers who are on the front lines of care for patients. Within this Media Kit are several ways for you to access our membership, however, if you see something is not listed, we are always open to suggestions and will work with you to achieve your marketing goals.



### SDPA Social Media

*The SDPA has over 20,000 followers across six primary social media platforms including:*



# TABLE OF CONTENTS

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Dermcast.tv.....	3
Ways to Reach our Members.....	6
Conference Visibility	
Event Packages.....	8
A-La-Carte Opportunities.....	9
JDPA Advertising.....	11

# WELCOME TO Dermcast.tv

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Be a part of Dermcast.tv and get your product in front of more people.

During the past decade, Dermcast.tv has created an extensive library of more than 700 audio and video podcasts and interviews that anyone with an interest in dermatology can access via the website, iTunes or their smart phones.

Thousands of dermatology clinicians from across the country

listen to the podcasts on their daily commutes, at the gym, during their runs, breaks at work, and more. And they are using the videos as a tool to gain more knowledge and information about issues and topics pertaining to dermatology.

Dermcast.tv on iTunes consistently ranks as one of the top commercially available podcasts for Dermatology. We have captured the attention of our unique audience, and they are listening and watching. The opportunities for industry partners to connect with this engaged audience is endless.

Dermcast.tv is a great way for your company to promote new products and services, or time release interviews, round table discussions, sponsored podcasts or customized videos from a scientific meeting or their home office.

Our media team can work with you in customizing your Dermcast.tv experience. Current and past partners have enjoyed great success with Dermcast.tv, appreciating how easy and affordable we make it for them. As many who have worked with us in the past will tell you, our motto is, "we're flexible." The packages and offerings listed within this Media Kit are just the tip of the iceberg. We can customize a package for you, meeting your expectations and budget. We like new ideas. If there is something you want to try, and it isn't listed here, let us know. We'll be happy to work with you to make it a reality.

Questions? Contact Blair Beggan at [bbeggan@dermpa.org](mailto:bbeggan@dermpa.org).

# DERMCAST MEDIA BUYS

## VIDEO OPTIONS

### PACKAGE #1 - \$18,000

- Timeframe = 6 months
- Hero Image on Home Page and Internal Pages
- Banner Image on Home Page
- 1 Page on Dermcast
- Video/Audio – Implementation of your file on the Dermcast.tv website.
- 1 Promo in This Week on Dermcast weekly email blast.

### PACKAGE #2 - \$23,000

- Timeframe = 8 months
- Hero Image on Home Page and Internal Pages
- Banner Image on Home Page
- 1 Page on Dermcast
- Video/Audio – Implementation of your file on the Dermcast.tv website.
- Social Media – Up to 6 total posts on the SDPA social media channels (@Dermcast Twitter account; SDPA Facebook account)
- 2 Promos in This Week on Dermcast weekly email blast over the course of 8 months.

### PACKAGE #3 - \$28,000

- Timeframe = 12 months
- Hero Image on Home Page and Internal Pages
- Banner Image on Home Page
- 1 Page on Dermcast
- Video/Audio – Implementation of your file on the Dermcast.tv website.
- Social Media – Up to 10 total posts on the SDPA social media channels (@Dermcast Twitter account; SDPA Facebook account)
- 3 Promos in This Week on Dermcast weekly email blasts over the course of 12 months.

# CUSTOMIZATION

Each of the previous packages are just a starting point. As we are fond of saying, “we are flexible.” Whatever your goal, or budget, we will work to help you achieve your goals.

## Dermcast.tv HOMEPAGE BANNER: \$3,000 PER MONTH

Have your banner (1290 x 523 pixels) prominently displayed on the Dermcast.tv homepage with a link back to your site.



## THIS MONTH ON DERMCAST eNewsletter Options:

This monthly eNewsletter is sent to our entire database, more than 8,700 individuals including current members, past members and individuals who have subscribed to receive our emails.

<u>Ad Size</u>	<u>1x</u>	<u>2-5x</u>	<u>6-12x</u>
1120 x 320 px	\$1800/per issue	\$1600	\$1300
300 x 250 px	\$1000	\$ 800	\$ 500

**\$25,000: Exclusive ANNUAL sponsorship** of the monthly Dermcast eNewsletter, no other outside advertising will be permitted. (*SDPA-specific event and program advertising will be allowed - i.e. Fall and Summer Conferences, Diplomate Fellowship, etc.*)

Your logo will be prominently displayed under the masthead of the email along with “Sponsored by”. In addition, your company will have the only banner ad in each newsletter.



## PROMOTED BLOG POST: \$3,500

Promoted blog posts on Dermcast.tv are available. The posts will be marked as “Sponsored content” and will stay on the site for a period of 2 years. Segmentation is available.

# DIFFERENT WAYS TO REACH OUR MEMBERS

## EMAIL BLAST: \$4,000

Reach our audience of over 3,800 dermatology PAs – you provide the content and we send the email. (*Emails are sent by SDPA; we do not distribute member email addresses.*) Segmentation is available.

### SDPA EMAIL OPEN RATES VS. INDUSTRY STANDARD

SDPA 38%

Standard 15.2 %

### SDPA EMAIL CLICK RATES VS. INDUSTRY STANDARD

SDPA 5.78%

Standard 2.6 %



## MAILING LIST PURCHASE: \$3,000

Purchase our member mailing list (snail mail addresses only) of over 3,800 dermatology PAs for a one-time use. Restrictions apply – please ask for our mailing list policy and agreement. Segmentation is available.

## MONTHLY MEMBER E-NEWSLETTER BANNER ADS

The SDPA's monthly e-newsletter is sent to all members and includes the latest updates about the organization, industry news and more. You can choose to advertise through two different banner ad sizes. Specs and pricing follow:

Ad Size*	1x	2-5x	6-12x
1120 x 320 px	\$1500/per issue	\$1300	\$1000
300 x 250 px	\$ 800	\$ 600	\$ 300

*\*High res JPG or PNG file is due to SDPA by the 5<sup>th</sup> of each month.  
The SDPA monthly newsletter is published on the 3<sup>rd</sup> Tuesday of each month.*

**\$20,000: Exclusive ANNUAL sponsorship** of the monthly SDPA member eNewsletter, no other outside advertising will be permitted. (*SDPA-specific event and program advertising will be allowed (i.e. Fall and Summer Conferences, Diplomate Fellowship, etc.)*) Your company will have the only banner ad in each newsletter.



# CONFERENCE OPPORTUNITIES

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In addition to the previously listed offerings, the SDPA has a variety of promotional opportunities during our annual Summer and Fall conferences each year. Everything from lanyards to conference bags, dinner symposiums to product theaters.



## EVENT PARTNERSHIP PACKAGES | We offer 6 levels of support:

### **PRESIDENT'S CIRCLE | \$40,000 and above** *(Exhibit table included)*

- Premier table space in exhibit hall
- Company Logo on SDPA Website and linked to your website
- Copy of Conference Participant mailing list
- Seven (7) Exhibit Hall badges *(Exhibit Hall Only)*
- Four (4) All Access badges (General Session Lectures/ Deeper Dialogue Sessions, Exhibit Hall)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with SDPA Industry Relations representatives
- Recognition on printed materials and during the Conference
- **Special Events** (as space permits)
  - Seven (7) tickets to the Welcome Event
  - Four (4) tickets to the VIP Reception

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### **DIAMOND LEVEL | \$30,000** *(Exhibit table included)*

- Premier table space in exhibit hall
- Company Logo on SDPA Website and linked to your website
- Copy of Conference Participant mailing list
- Six (6) Exhibit Hall badges *(Exhibit Hall Only)*
- Three (3) All Access badges (General Session Lectures/ Deeper Dialogue Sessions, Exhibit Hall)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with SDPA Industry Relations representatives
- Recognition on printed materials and during the Conference
- **Special Events** (as space permits)
  - Five (5) tickets to the Welcome Event
  - Three (3) tickets to the VIP Reception

## PLATINUM LEVEL | \$20,000

*(Exhibit table included)*

- Premier table space in exhibit hall
  - Company Logo on SDPA Website and linked to your website
  - Copy of Conference Participant mailing list
  - Five (5) Exhibit Hall badges *(Exhibit Hall Only)*
  - Two (2) All Access badges (General Session Lectures/ Deeper Dialogue Sessions, Exhibit Hall)
  - One (1) lead retrieval for scanning of attendee badges during exhibit hours only
  - Meeting with SDPA Industry Relations representatives
  - Recognition on printed materials and during the Conference
  - **Special Events** *(as space permits)*
    - Four (4) tickets to the Welcome Event, Two (2) tickets to the VIP Reception
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## GOLD LEVEL | \$15,000

*(Exhibit table fee not included)*

- Company Logo on SDPA Website and linked to your website
  - Four (4) Exhibit Hall badges *(Exhibit Hall Only)*
  - One (1) All Access badge (General Session Lectures/ Deeper Dialogue Sessions, Exhibit Hall)
  - One (1) lead retrieval for scanning of attendee badges during exhibit hours only
  - Meeting with SDPA Industry Relations representatives
  - Recognition on printed materials and during the Conference
  - **Special Events** *(as space permits)*
    - Three (3) tickets to the Welcome Event, One (1) ticket to the VIP Reception
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## SILVER LEVEL | \$10,000

*(Exhibit table fee not included)*

- Company Logo on SDPA Website and linked to your website
  - Three (3) Exhibit Hall badges *(Exhibit Hall Only)*
  - One (1) All Access badge (General Session Lectures/ Deeper Dialogue Sessions, Exhibit Hall)
  - One (1) lead retrieval for scanning of attendee badges during exhibit hours only
  - Meeting with SDPA Industry Relations representatives
  - Recognition on printed materials and during the Conference
  - **Special Events** *(as space permits)*
    - Three (3) tickets to the Welcome Event, One (1) ticket to the VIP Reception
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## BRONZE LEVEL | \$7,500

*(Exhibit table fee not included)*

- Company Logo on SDPA Website and linked to your website
- Two (2) Exhibit Hall badges *(Exhibit Hall Only)*
- One (1) All Access badge (General Session Lectures/ Deeper Dialogue Sessions, Exhibit Hall)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with SDPA Industry Relations representatives
- Recognition on printed materials and during the Conference
- **Special Events** *(as space permits)*
  - Three (3) tickets to the Welcome Event, One (1) ticket to the VIP Reception



# ADDITIONAL CONFERENCE PARTNERSHIP OPPORTUNITIES

## **Arrival Reception | \$30,000**

Kick off the week with this reception to cap off the end of preconference events. Connect with attendees as they are arriving, welcoming them with your brand.

## **Welcome Event | \$50,000**

This event is the “official” welcome to the conference kick off to the start of the conference during which attendees will enjoy an evening of fun, food and excitement as they mingle with their colleagues.

## **VIP Reception | \$30,000**

This event celebrates SDPA Diplomate Fellows and Fellow Diplomates with an exceptional evening of food, drinks and entertainment, often themed according to our host city. Faculty, Conference Partners and SDPA Leadership are also in attendance.

## **Farewell Reception | \$30,000**

Enjoy a more conversational type setting with our attendees at one of our evening receptions. Space is based on availability and location at the Host Hotel.

## **Mingle Zone | \$30,000.00**

The “Mingle Zone” encourages attendees to relax, connect with colleagues, charge devices, and take a breather.

## **Professional Headshot Studio | \$25,000**

A popular feature at the SDPA conference, the Headshot Studio offers attendees complimentary professional headshots.

## **Conference Mobile App | \$25,000**

The Sponsor’s company logo is displayed on the homepage and landing pages of the Conference’s mobile app. Attendees download the app and use it to navigate session and meeting agendas, exhibits, personal schedules and social media messaging and photo uploads.

## **Conference Bags | \$25,000.00**

The Sponsor will be allowed to display their company logo on the bag along with the SDPA logo. Each attendee will receive the bag at registration.

## **Conference WIFI | \$20,000.00**

WIFI throughout meeting space providing participants access to email and the internet daily. Sponsor name will be prominently displayed and acknowledged on all conference print media and signage.

## **Refreshment Breaks & Beverage Station | \$20,000.00 each day**

## **Conference Syllabus | \$20,000.00**

The Sponsor will be allowed to display their company logo along with the SDPA logo on the front cover of booklet.

## **Audience Response System | \$15,000.00**

This technology improves attentiveness, increases knowledge retention, creates an interactive and fun learning environment, confirms understanding of key learning points, gathers data for reporting and analysis.

## **Scientific Abstracts & Posters Booklet | \$10,000.00**

Your company logo will be displayed on the front cover of booklet along with the SDPA logo.

## **Conference Lanyards | \$10,000.00**

The Sponsor will be allowed to display their company logo on the lanyard along with the SDPA logo.

## **Neck Wallet/Badge Holder | \$10,000.00**

The Sponsor will be allowed to display their company logo along with the SDPA logo on the front of the badge holder.

## **Past Presidents’ Breakfast | \$10,000.00**

This event recognizes SDPA Past Presidents, including Board and Committee Leaders.

# CONFERENCE ADVERTISING & MARKETING OPPORTUNITIES

## PRODUCT THEATER | \$50,000.00

The Society of Dermatology Physician Assistants (SDPA) offers a limited number of Product Theater slots per conference. Our conferences are educational events, designed to enhance the dermatologic knowledge of physician assistants, nurse practitioners, dermatologists and medical professionals who actively treat dermatology patients.

Product Theater events are promotional educational activities and are not accredited. The program content is developed by the pharma company. Speakers present on behalf of the company and are required to present information in compliance with FDA requirements for communications about its medicines. *Exhibit Table Fee is not included in Product Theater Opportunities.*

For additional information on Product Theater availability and fees, please email [dermcast@dermpa.org](mailto:dermcast@dermpa.org) or call the SDPA at 844-DERMPAS (844-337-6727) Option 1, or [conferences@dermpa.org](http://conferences@dermpa.org).

### PRODUCT THEATER PACKAGE BENEFITS:

- Preferred One Hour Time Slot
- Room Rental
- Full Audio/Visual Package
- Pre-Registration List for Mailing
- Full Page Ad in SDPA e-Newsletter
- Event Support: Live Blogs of Lecture –sent to over 7,000
- Ongoing Social Media Exposure to our Vast Audience

### PHARMA COMPANY IS RESPONSIBLE FOR:

- Speaker Selection
- Speaker Compensation
- Speaker Lodging and Travel
- Speaker Lecture Material
- Handouts
- Signage
- Survey Implementation and Results
- Promotional and Marketing Material

## SATELLITE DINNER SYMPOSIUM | \$25,000.00

Satellite Dinner Symposia are held in conjunction with SDPA conferences and are offered during times when the scientific sessions have concluded for the day.

### CLINGS and/or BANNERS | Prices vary

If permitted by our conference venue, clings and banner options are available as a marketing opportunity. Please contact Blair Beggan at [bbeggan@dermpa.org](mailto:bbeggan@dermpa.org) for pricing based on cling/banner placement.

## HOTEL KEY CARDS | \$10,000

Host hotel attendee room key cards will be customized to include your company logo.

## ROOM DROP | \$7,500

Your promotional material will be provided to all registered attendees at the host hotel via an under the door “room drop” during the conference. Choose which day works the best for you. All inserts must be pre-approved by SDPA.

## BAG INSERTS | \$5,000

Your postcard sized promo placed in each attendee’s conference bags, distributed at check-in. All inserts must be pre-approved by SDPA.

*Additional information will be provided to companies requesting to sponsor any of the items listed as some restrictions may apply. Space is based on availability and location at host hotel and host city.*

*Companies sponsoring any opportunity will be recognized on the SDPA conference website, mobile app and conference print media.*

*NOTE: Conference logo, colors, bags, meals and miscellaneous items will be selected and approved by SDPA.*

# JDPA Opportunities

## Journal of Dermatology for Physician Assistants

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The Journal of Dermatology Physician Assistants (JDPA) is the official clinical journal of the Society of Dermatology Physician Assistants. The mission of the JDPA is to improve dermatological patient care by publishing the most innovative, timely, practice-proven educational information available for the PA profession.

The peer reviewed journal is published quarterly (Winter, Spring, Summer, Fall) and is peer reviewed. A complimentary subscription of the JDPA is provided to every SDPA member.

To find out more about the JDPA, learn how to write for the JDPA, advertise or subscribe visit the JDPA website: <http://www.jdpa.org>

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# Partner with us today!



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