

2019

SDPA MEDIA KIT

INDUSTRY RELATIONS



Empower. Educate. Advance.

The Future of Dermatology

Society of Dermatology Physician Assistants
844-DERMPAS (844-337-6727) • dermpa.org

Thanks for your interest in partnering with Dermcast.tv, the SDPA's official online media resource.

During the past nine years, Dermcast.tv has created an extensive library of more than 650 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 PAs 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 on iTunes consistently ranks as one of the top commercially available podcast for "Dermatology." Traffic to the website is well over 14,000 page views per month and continues a steady increase year over year.

In short, 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 is a great way for your company to promote new products and services, or just 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 experience. Current and past partners have enjoyed great success with Dermcast; 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.

If I can answer any questions, please do not hesitate to contact me at rhigham@dermpa.org.

We look forward to working with you.

Sincerely,

Robert Higham, MPAS, PA-C
Director of Industry Relations, SDPA

OPPORTUNITIES

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 3,400 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.



WELCOME TO DERMCAST.TV

Be a part of Dermcast.tv and get your product in front of more people. Thousands of Derm PAs and providers from all across the country are listening to the podcasts simultaneously during their daily activities and using the videos as a way to gain more knowledge and information about issues and topics pertaining to dermatology. Over the past nine years the site has continually evolved, to include a complete refresh in 2016 that allows a mobile version of the site, and organic keyword search options.

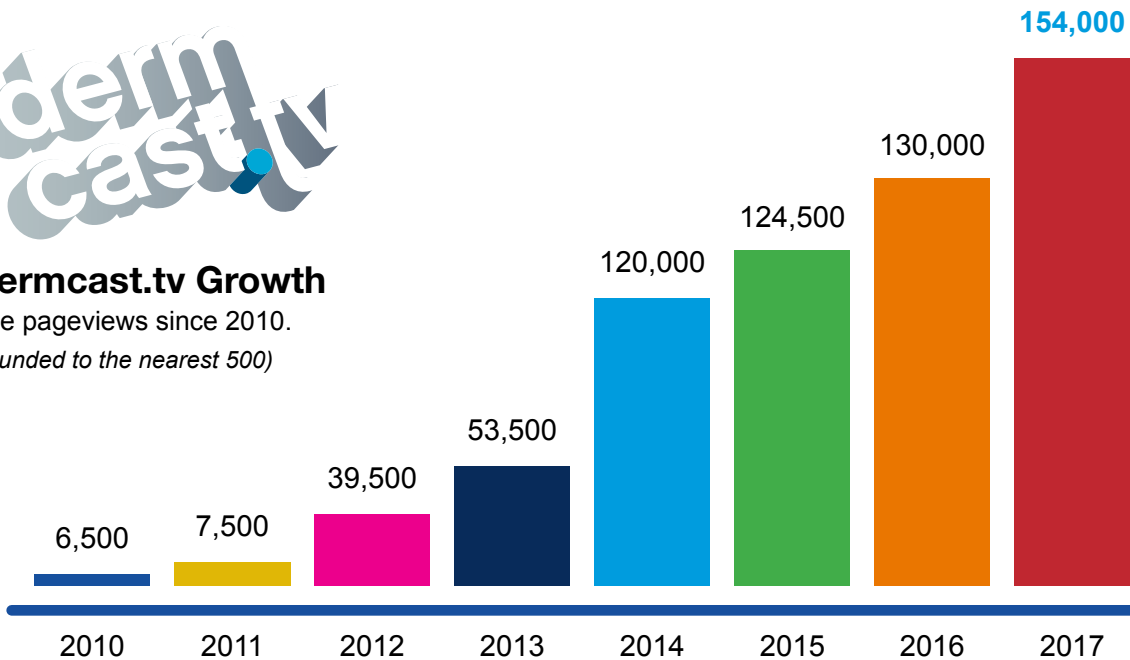


2018 | COMMUNICATIONS METRICS



Dermcast.tv Growth

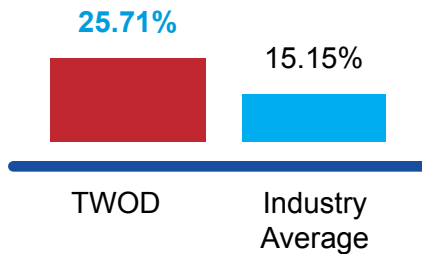
Site pageviews since 2010.
(rounded to the nearest 500)



This Week on Dermcast (TWOD)

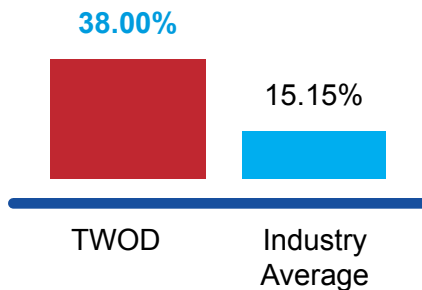
Reaches **over 6,000** derm PAs, NPs and MDs weekly.

Open Rates vs. Industry Average



2017 SDPA Email Blasts

Open Rates vs. Industry Average



Dermcast Podcast

Dermcast is the **number one** commercially available dermatology-related podcast on iTunes.



SDPA Social Media

The SDPA has **over 17,000** followers across 6 primary social media platforms including...



DERMCAST MEDIA BUYS

VIDEO OPTIONS

PACKAGE #1 - \$17,500

- 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 - \$22,500

- 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 - \$35,000

- Timeframe = 12 months
- Hero Image on Home Page and Internal Pages
- Banner Image on Home Page
- 1 Page on Dermcast
- Video/Audio – Development of original content during an SDPA Conference; final product implemented 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.

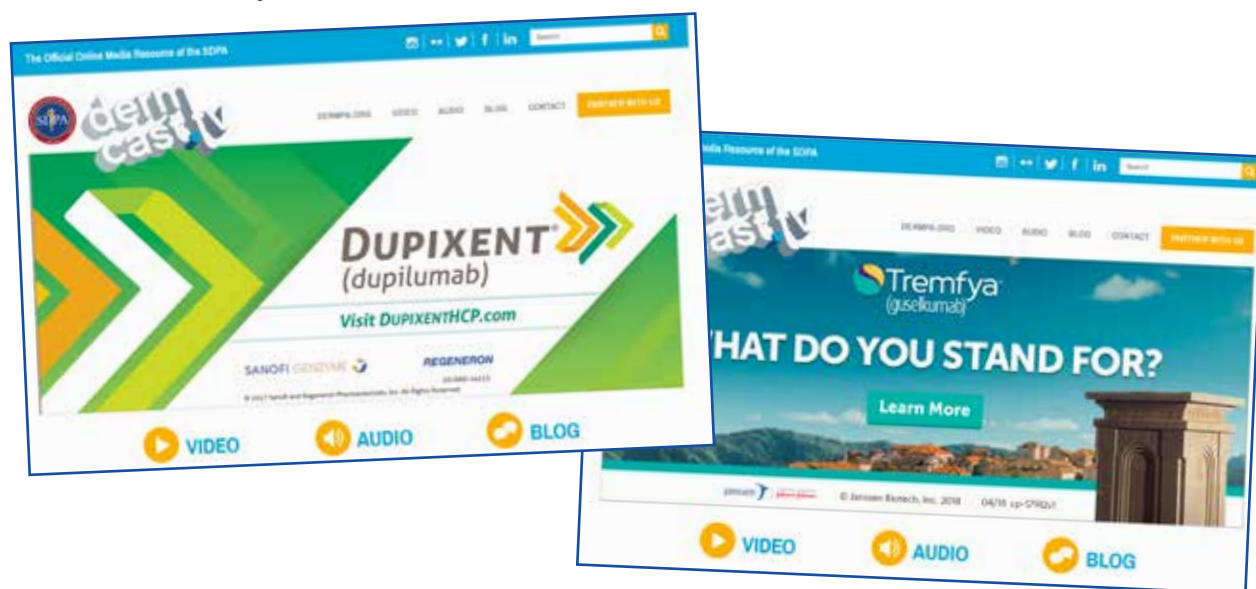
If you are unable to film the video or record the audio during one of the SDPA's annual conferences, we can come to your location. However, additional costs will need to be covered including: time compensation and travel for the interviewer, as well as the costs of the film crew's time and travel.*

CUSTOMIZATION

Each of the above 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. Whether you need a shorter or longer timeframe, more pages on the Dermcast.tv website, additional social media posts, or something not listed here, we can make it happen.

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 WEEK ON DERMCAST EMAIL BLAST SPONSORSHIP: \$55,000 ANNUALLY

The weekly This Week on Dermcast email blast is sent to our entire database, more than 8,000 individuals including current members, past members and individuals who have signed up to receive our emails. Your logo will be prominently displayed under the masthead of the email along with “Sponsored by”. In addition, your company will be able to have a banner ad in the newsletter. Emails are sent 50 weeks out of the year; there is no email sent the last and first week of each year.



***The SDPA can provide a Dermcast host to serve as the interviewer for your video who are practicing dermatology PAs, however you will need to contract with them directly for their time and travel.*

ADDITIONAL OPPORTUNITIES



EMAIL BLAST: \$4,000

Reach our audience of over 3,400 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.

MAILING LIST PURCHASE: \$3,000

Purchase our member mailing list (addresses only) of over 3,400 dermatology PAs for a one time use. Restrictions apply – please ask for our mailing list policy and agreement. Segmentation is available.

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 indefinitely unless we are requested to remove it at some point. Segmentation is available.

SDPA EMAIL OPEN RATES VS. INDUSTRY STANDARD



SDPA EMAIL CLICK RATES VS. INDUSTRY STANDARD



ENEWSLETTER BANNER ADS

The SDPA's monthly eNewsletter 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.

BANNER AD PRICING

Ad Size	1 Insertion	2 Insertions	5-7 Insertions
1120 x 320 pixels	\$850	\$765 each	\$680 each
500 x 460 pixels	\$785	\$706.50 each	\$628 each

BANNER AD PRICING

Month	Publication	Publication Date	Ad Deadline
January	Monthly	01/23/2019	01/04/2019
February	Monthly	02/20/2019	02/01/2019
March	Monthly	03/20/2019	03/01/2019
April	Monthly	04/24/2019	04/05/2019
May	Monthly	05/22/2019	05/03/2019
June	Monthly	06/26/2019	06/07/2019
July	Monthly	07/24/2018	07/05/2018
August	Monthly	08/25/2018	08/02/2018
September	Monthly	09/25/2018	09/06/2018
October	Monthly	10/23/2018	10/04/2018
November	Monthly	11/20/2018	11/01/2018
December	Monthly	12/18/2018	12/06/2018



CONFERENCE OPPORTUNITIES

In addition to the previously listed offerings, the SDPA has a variety of promotional opportunities during our summer and fall conferences each year. Everything from lanyards to conference bags, dinner symposiums to product theaters. Below is a short list of potential engagement opportunities, we'll be happy to share a comprehensive conference prospectus for a complete catalog.



SOME OF OUR CONFERENCE OPPORTUNITIES:

- Product Theaters
- Arrival Reception
- Welcome Event
- Past Presidents Breakfast
- VIP Reception
- Farewell Reception
- Lanyards
- Attendees Bags
- Clings and Column Wraps
- ...and so much more!





Empower. Educate. Advance.

The Future of Dermatology

Society of Dermatology Physician Assistants
844-DERMPAS (844-337-6727) • dermpa.org