



Nebraska Medical Association

GROW YOUR BUSINESS

2024 NMA Sponsorship
and Media Kit



nebmed.org



Who We Are

The Nebraska Medical Association is a statewide physician membership organization. The NMA was founded in 1868 and represents nearly 3,000 active and retired physicians, residents, and medical students across Nebraska.

Our Mission

Our mission is to serve physician members by advocating for physicians, for patients, and the health of all Nebraskans.

Why Nebraska Physicians Belong to the NMA



BUSINESS RESOURCES

Access to quality resources, substantial discounts to a variety of products, and experts ready to help members thrive as a physician.



EDUCATION

Programming opportunities, CME, licensure requirements, improving the quality, enjoyment, and profitability of practices.



CONNECTIVITY

Access to timely information, publications, and events with an NMA team dedicated to strengthening the community of medicine in Nebraska.



PROFESSIONAL GROWTH

Leadership skills enhancement through the NMA statewide Leadership Academy, LifeBridge physician wellness program, committee involvement, collaborative efforts, conferences, and events.



PHYSICIAN ADVOCACY

Legislative, policy, regulation, payer, medical liability, workforce, healthcare access.



IMPROVED PATIENT CARE

Ensuring fast access to resources and information necessary to allow the highest quality of care to patients.

2024 NMA Annual Sponsorship Pricing	BRONZE LEVEL SPONSORSHIP \$3,500	SILVER LEVEL SPONSORSHIP \$5,500	GOLD LEVEL SPONSORSHIP \$8,250	PLATINUM LEVEL SPONSORSHIP \$11,000	PLATINUM-PLUS LEVEL SPONSORSHIP \$13,500 (only one available)
2024 YEAR-ROUND TOUCHPOINTS					
Ads in our quarterly NMA Advocate magazine <ul style="list-style-type: none"> Printed and mailed to physician members Distributed electronically to all members and stakeholders Posted on the NMA website 	Quarter-page (black & white) no bleed (3.625"w x 4.75"h)	Half-page horizontal (black & white) no bleed (7.5"w x 4.75"h)	Half-page horizontal (color) no bleed (7.5"w x 4.75"h)	Full-page (color) no bleed with prime placement (7.5"w x 10"h)	Full-page (color) no bleed with prime placement on back cover (7.5" w x 10"h)
Email: email sent to membership highlighting sponsors as a group (annually)	✓	✓	✓	✓	✓
Social media post: one social media post dedicated to individual sponsor (annually)	✗	✓	✓	✓	✓
AD: NMA Board of Directors meeting packet (quarterly)	✗	Handout included in board packets (same dimensions as magazine ad)	Handout included in board packets (same dimensions as magazine ad)	Handout included in board packets (same dimensions as magazine ad)	Sponsorship of one NMA Board of Directors Meeting with five minutes to address the board. Handout included in board packet.
ANNUAL MEMBERSHIP MEETING: Friday, August 16, 2024, location TBD)					
Attendance at Physician Appreciation Luncheon Friday, August 16, 2024	✗	Two Tickets	Four Tickets	Six Tickets	Eight Tickets
Company logo included on marketing and registration materials	✓	✓	✓	✓	✓
Ad in event onsite program	Quarter-page (black & white) no bleed (3.625"w x 4.75"h)	Half-page horizontal (black & white) no bleed (7.5"w x 4.75"h)	Half-page horizontal (color) no bleed (7.5"w x 4.75"h)	Full-page (color) no bleed with prime placement (7.5"w x 10"h)	Full-page (color) no bleed with prime placement on back cover (7.5" w x 10"h)

Add ons:

Take advantage of the following advertising opportunities to increase your reach with physicians, practice managers, and medical staff!

STAT E-NEWSLETTER:

The STAT e-newsletter is distributed via email to **more than 3,000 subscribers.**

2024 NMA STAT e-newsletter ad rates:

1 ad	3 ads	6 ads	12 ads
\$450	\$1,200	\$2,000	\$3,500

Ad size choices:

550w x 220h pixels
- or -
600w x 400h pixels

Digital File Specifications

- 72 dpi
- Graphics must be submitted in .jpg or .png format.
- Maximum file size: 100K
- Ad will be linked to your specified website.
- Ads will be placed upon approval and payment.
- Graphic must be submitted by the 20th of the month preceding the month of advertising.

NMA WEBSITE:

The NMA website is the go-to resource for physicians and their staff for legislative, regulatory, legal, and economic issues, practice assistance, and learning about leadership and professional development opportunities.

2024 homepage website ad rates:

Ad Type	1 mo.	3 mo.	6 mo.	12 mo.
Leaderboard 728 x 90 pixels	\$1,200	\$3,000	\$4,800	\$7,200