



Monroe County Medical Society



2024-25 Media Kit

The Monroe County Medical Society...

More than 200 Years of Service to Physicians, Medical Residents, Students and the Community

Established in 1821 in Rochester, New York, Monroe County Medical Society is a non-profit, professional organization whose 1,000 members are physicians, residents, and medical students. The society advocates for physicians and patients for the betterment of the medical profession and the health of the community. Monroe County Medical Society encompasses the 7th District Branch of the Medical Society of the State of New York and serves the New York State counties of Monroe, Livingston, Ontario, Seneca, Steuben, Wayne & Yates Counties.

Executive Committee



President

Hemant Kalia, MD, MPH, FIPP
Interventional Pain and Cancer
Rehabilitation Consultant Physician



President- Elect

Janine Fogarty, MD
Hospice and Palliative Care
Palliative Care Physician



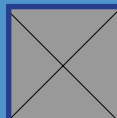
Secretary

Scott Hartman, MD
Family Medicine, URM



Treasurer

Sahar Elezabi, MD
Empire Psychiatry & Medicine, PLLC



Member-at-Large

TBD



Member-at-Large

Balazs Zsenits, MD
Internist
Chief Medical Information Officer
Rochester Regional Health



Immediate Past President

Mathew Devine, DO
Dean, Rochester Regional Clinical Campus, Lake Erie College of Osteopathic Medicine



Chief Executive Officer

Lucia Castillejo

Officers of the Seventh District Branch MSSNY

Edward C. Tanner, MD (Monroe)
President

Werner K. Brammer, MD (Steuben)
First Vice President

Daniel J. Koretz, MD (Wayne)
Secretary/Treasurer

Delegates to MSSNY

Tim Holahan, MD
Jack McIntyre, MD
Stephen H. Schultz, MD
Lisa Smith, MD

Board of Censors

Jane Bennett, MD
Cathy Goodfellow, MD
Michael Privitera, MD
Kristen Walker, MD
Matthew Witmer, MD
Rachael Wojtovich, MD

Hospital Representatives

Katherine Baker, MD -
Golisano Children's Hospital

Jeff Yaeger, MD -
Golisano Children's Hospital

Manuel Matos, MD - Unity

Ruth Odoi, MD - Highland

Michael Apostolakos, MD-
Strong Memorial

Robert Mayo, MD -
Rochester Regional Hospital

MCMS offers many ways to interact and communicate with our members...



In Person

Social Rounds

bi-monthly events for members to network

Events

throughout the year

Programs

frequently throughout the year



Online

The Bulletin

the official members publication of the Monroe County Medical Society

MCMS Member Directory

for members and their staff.

Doctor's Advice Magazine

digital public magazine shared via social media to thousands

Social Media

"Friends of the Society" featured posts to thousands throughout the year.

MCMS Weekly Update

our weekly digital publication that is distributed to more than 1,000 members, informing them on important issues, benefits and services offered by MCMS.

www.mcms.org

our website is visited by our members and their staff daily. With round the clock access to relevant community updates, member resources and the events calendar, it is an ideal place to advertise.

Business Directory (In Progress, TBD)

Throughout the year, MCMS holds numerous events for physicians, medical residents and students. Sponsorship provides you the opportunity to market your business and network. ***Sponsorship rates starting at \$500.***

All sponsorships include: a logo/link on the MCMS Event webpage, logo displayed at registration, verbal acknowledgement in welcoming address, acknowledgement on social media, event passes and an advertisement in The Bulletin and/or Doctor's Advice magazine.

You are invited to sponsor the following events:

- **Survival Series:** The MCMS Survival Series is an educational series for professional development and continuing education on medical practice related issues. The target audience for this series of seminars includes Physicians, Practice Administrators, Managers and Administrative Support Staff.
- **Ask the Carrier:** At this conference, attendees can hear first-hand from third-party payers about policy changes, administrative and operational processes and procedures, and learn how to minimize overall administrative burdens. The target audience for this event includes Billing Operations Directors and Managers, Patient Account Representatives, Billing and Coding Specialists, Practice Administrators, Managers and Physicians.
- **Transition of Officers:** This event welcomes the incoming Board of Directors and marks the passing of the gavel from outgoing president to incoming president. Includes heavy hors d'oeuvres, cocktails and socializing with the new administration.
- **MCMS Gala:** For our 203rd year we will celebrate members with a social hour, dinner, awards and a keynote educational presentation. Physicians who have achieved 10, 25, and 50 years of practice will be honored. The Medical Society's highest honor, the Edward Mott Moore Award, will be presented to a physician and layperson recipient. A social hour prior to the start of the business program affords valuable opportunities for networking with physician leaders and community stakeholders.
- **Annual Practice Manager's Appreciation Event:** This event helps our physician members to thank their Practice Administrators, Managers and Administrative Support Staff for their dedicated service and professionalism. This networking event often includes lunch and an entertainment component.
- **Social Rounds:** These seasonal events are casual, social hours at local establishments where the host sponsor can network with members.

Directory of Members



Back Cover (Full page)	Color	\$5,200
Inside Front (Full page)	Color	\$4,200
Inside Back (Full page)	Color	\$4,200
Full Page	Color	\$3,600
1/2 Page	Color	\$2,100
1/4 Page	Color	\$1,575
Full Page	B&W	\$3,150
1/2 Page	B&W	\$1,785
1/4	B&W	\$1,300

Monroe County Medical Society publishes a comprehensive, directory of physician members in the Greater Rochester area. The directory contains a complete listing, including medical specialty, address, fax and phone, for 1,000+ physicians in our seven county area.

Every MCMS member receives a digital copy available to all physicians and staff. The directory is widely recognized as an important resource in the medical community.

The Directory alphabetically lists all physicians who are members of the Monroe County Medical Society and the Seventh District Branch of the Medical Society of the State of New York. This comprehensive directory also lists local hospitals, medical and health service agencies, professional organizations and state and federal government officials. In 2024, will include a new section for “Friends of the Society”.

The Publication

The Directory of Physicians is a 6” x 9, digital full-color publication. All space reservations require a completed advertising contract. Invoices are issued upon receipt of signed advertising contract.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.

Publication Specs

Trim Size 6” x 9”
 Circulation: 1,200
 Published: Spring

Ad Specs

Full Page: 5” w x 8” h
 Half Page: 5” w x 3.9375” h
 1/4 Page: 5” w x 1.875” h

Design Services

Advertising rates are quoted based on ads being provided electronically according to specifications. Design services are available.



The MCMS Weekly Update

The MCMS Update is sent out weekly by email to more than 1,000 physicians. This digital update serves to inform our physician members on upcoming events, important practice related information, advocacy and member benefits and services.

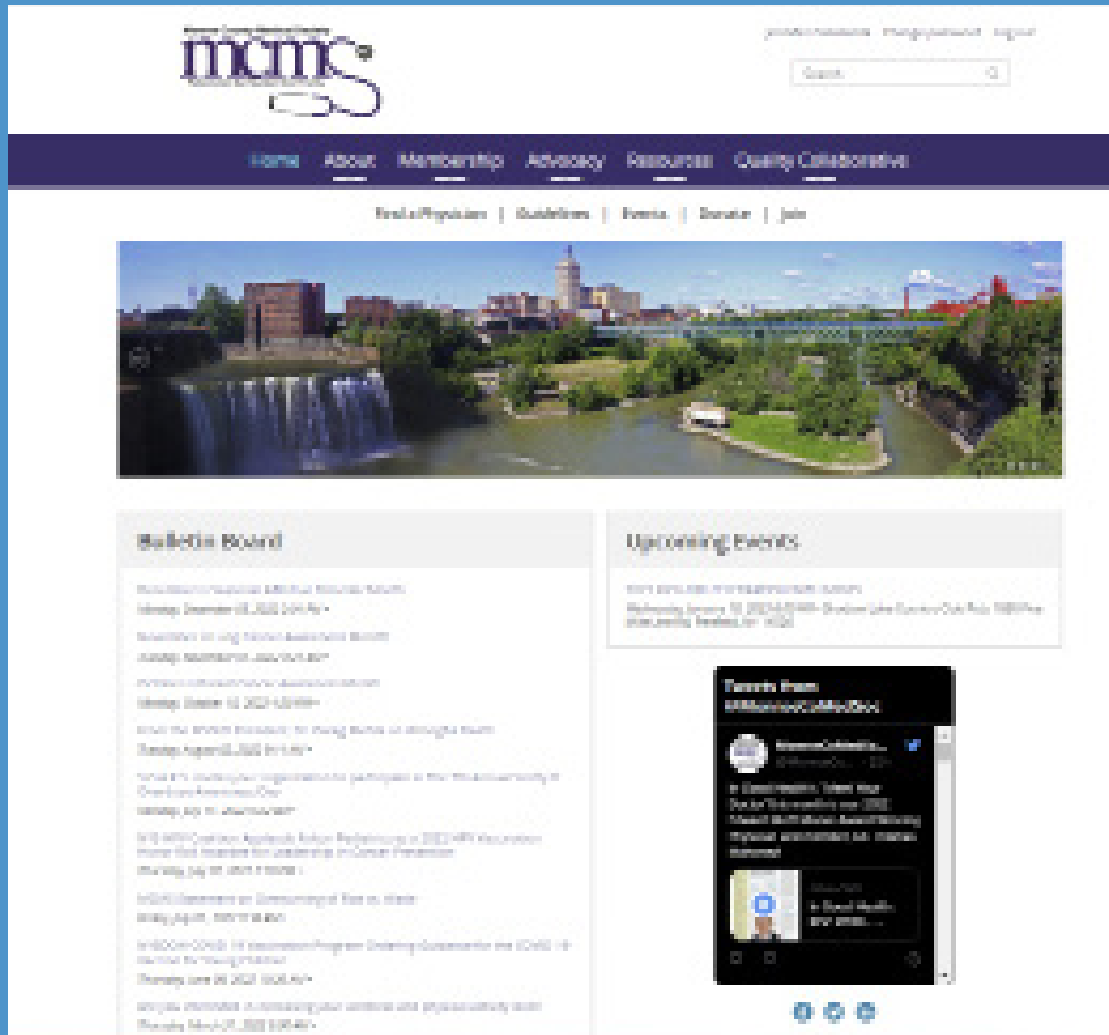
There are two available color ad spaces per e-mail blast.

Ad Rates: \$500 per e-blast

Ad specifications:

- Full color, RGB
- 300 pixels wide x 100 pixels high.
- 300 dpi resolution preferred; minimum 150 dpi.
- jpeg and png files accepted.

MCMS Website Advertising



Advertising on the MCMS web site is an easy way to be noticed by: physicians, practice management staff, patients, and the general public.

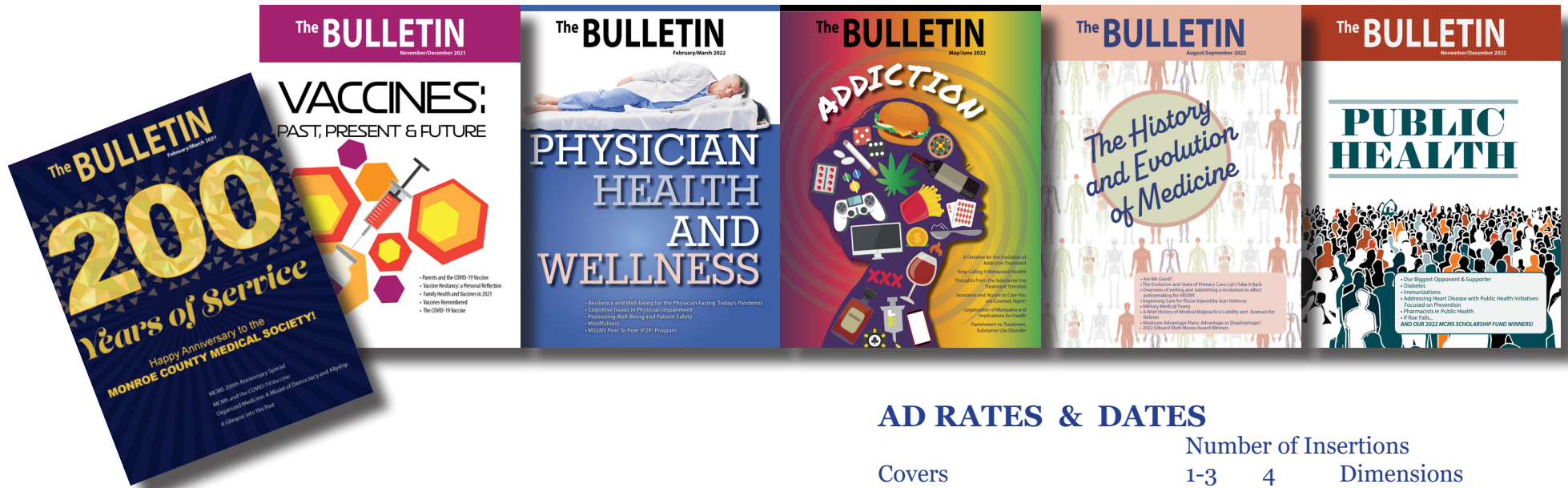
The Monroe County Medical Society website is a valuable resource to Rochester physicians, their office staff, and the medical community. This robust site, receives 5,000 page views each month, provides current and accurate information on upcoming events, community health alerts, managed care news, legislation affecting healthcare and more. Physicians and their staff log into the website regularly to manage their own online profile, access member resources, and register for programs. Patients and the general public visit our site to use our 'Find a Physician' feature.

Advertising Rates (per month)-
Full Banner (600 x 72 pixels)

1-2 months
\$1000 per month

3-5 months
\$750 per month

6-12 month
\$650 per month



The Bulletin

The Bulletin is the official publication of the Monroe County Medical Society.

With 1,000 subscribers, *The Bulletin* reaches the majority of physicians practicing in the Greater Rochester area.

Each issue offers thought-provoking articles on timely topics, as well as scholarly articles, regular columns, photo highlights, member and society news and calendar events.

Circulation: 1,000

Distribution: Digital
Previous issues may be viewed at www.mcms.org.

Audience: Physicians

Frequency: Published 4 times/year

AD RATES & DATES

Covers	Number of Insertions		
	1-3 issues	4 issues	Dimensions
Back Cover, 4-Color	\$925	\$835	7.25" x 10"
Inside Front Cover, 4-Color	\$820	\$740	7.25" x 10"
Inside Back Cover, 4-Color	\$820	\$740	7.25" x 10"

4-Color	Number of Insertions		
	1-3 issues	4 issues	Dimensions
Full Page, 4-Color	\$790	\$705	7.25" x 10"
Half Page, 4-Color	\$535	\$480	7.25" x 4.85"
Quarter Page, 4-Color	\$320	\$290	3.5" x 4.875"
1/8 Page, 4-Color	\$230	\$210	3.5" x 2"

Classified ad \$2 per word; add \$45 for color

CLOSING DATES

Issue	Deadline
Feb/March 2024	January 22, 2024
May/June 2024	April 8, 2024
Aug/Sept 2024	July 15, 2024
Nov/Dec 2024	October 7, 2024



Doctor's Advice

This is a digital magazine shared via social media. Each issue is available electronically – with advertisements – on the MCMS website. Each issue is also publicized on social media, allowing us to give additional exposure to advertisers and authors.

Doctor's Advice magazine seeks to empower the public to participate as partners in their own healthcare. It offers readers reliable, up-to-date, evidence-based information – all written by respected and trusted local physicians. *Doctor's Advice* also spotlights the quality of care and health services available in the Rochester area. *Doctor's Advice* is an official publication of the Monroe County Medical Society and the Seventh District Branch of the State Medical Society.

Circulation: 5,000-10,000

Audience: General Public

Distribution: Digital

Previous issues may be viewed at www.mcms.org.

Frequency: Published 2 times/year

AD RATES

Covers	Frequency		Dimensions
	1x	2x	
Back Cover, 4-Color	\$1195	\$985	7.25" x 10"
Inside Front Cover, 4-Color	\$1195	\$985	7.25" x 10"
Inside Back Cover, 4-Color	\$1195	\$985	7.25" x 10"

4-Color	Frequency		Dimensions
	1x	2x	
Full Page, 4-Color	\$1000	\$935	7.25" x 10"
Half Page, 4-Color	\$675	\$625	7.25" x 4.85"
Quarter Page, 4-Color	\$435	\$365	3.5" x 4.875"

CLOSING DATES

Issue	Deadline
Spring 2024	March 11, 2024
Fall 2024	August 19, 2024

Friends of the Society

The MCMS “Friends of the Society” program offers businesses a unique blueprint to a **customized marketing plan** that will reach the physicians of the Monroe County Medical Society.

There are three levels of participation available to suit your budget and marketing needs:

Gold (\$15,000) Silver (\$10,000) and Bronze (\$7,500)

Applications are accepted all year long.

Benefits include:

- Additional access and visibility to members, not offered outside this program (members only events).
- Preferred advertising placement.
- Most program fees go toward any of the MCMS advertising venues (Bulletin/Doctor’s Advice, Social Rounds, Sponsorships, MCMS Weekly Update, and Website advertising.)
- MCMS Friends meet annually for a network-building event to build strategic partnerships as well as have additional opportunities to meet with members.
- Access to the Physicians Directory and listing in the “Business” section.





Contact:

For all advertising and marketing inquiries, please contact:

Jen Casasanta, Communications Manager

at jcasasanta@mcms.org or 585-473-7375