



2018



The Circle of Friends program is an exciting member service. It allows medical-related businesses to connect directly with physicians in the Polk and Warren County areas. Businesses, such as yours, can support local physicians by being members of the PCMS Circle of Friends, and in turn for your continued support, are offered special beneficial programs.

Businesses that have shown continuous support or interest in the society are encouraged to sign up for this program. A few amenities include publication in the Bulletin, memberships emails, complimentary directories, and much more. Participants will be able to attend events, giving businesses a chance to meet with doctors one-on-one. **Recognition of the Circle of Friends sponsors at events through signs, publications and personal recognition by the President of PCMS.**

Physicians are encouraged to give feedback on Circle of Friends businesses throughout the year. Upon renewal of your contract, PCMS will take into consideration the thoughts and suggestions of their physicians.

Four levels of sponsorship are available to allow for a variety of businesses to be able to participate. They are the Platinum, Gold, Silver, and Bronze levels.

Contact the Polk County Medical Society at pcms@pcms.org or call 515-288-0172 for additional information on joining PCMS Circle of Friends.

**The participation with these businesses does not constitute an endorsement by the society.*



PCMS Circle of Friends

Level Benefits



Overall Benefits

As a member of the PCMS Circle of Friends (COF), you will receive:

- **Face time with PCMS members** offered exclusively to the COF members
- **Year-round advertising** for your company in the PCMS Bulletin, the official publication of PCMS, and the annual PCMS Membership Directory
- **Full-page thank you** to all COF members in Bulletin annually and Membership Directory
- **Recognition on COF poster** on display at all PCMS meetings and events with company name and logo
- **Announcement to PCMS members** when joining or renewing your COF membership, mailed by PCMS in our envelope and including an introduction on PCMS letterhead and a one-page flyer provided by your company. Also an announcement in PCMS Bulletin for new members and COF membership renewals

Platinum Level \$10,000

The benefits of the Platinum sponsorship are valued at over \$20,000

In addition to the overall benefits, Platinum sponsors receive:

- Platinum Sponsorship to Annual Meeting and display table set up in a preferred location, reserved table for up to 4 representatives at PCMS Annual Meeting, and exclusive logo recognition printed on PCMS Annual Meeting Invitation (\$5,000 value)
- Pictures at events throughout year will be published in upcoming issues of the Bulletin with your company name (invaluable)
- Exclusive logo recognition printed on PCMS Legislative Breakfast invitation-mailed to PCMS Members and statewide Legislators (\$1,000 value)
- 6 complimentary copies of the PCMS Pictorial Membership Directory (\$300 value)
- Full-page Color ad in the PCMS Pictorial Membership Directory (\$1,050 value)
- 3 complimentary subscriptions to the PCMS Bulletin (\$75 value)
- A full-page Color ad in the bi-monthly Bulletin for six issues (\$4,770 value)
- Listing on PCMS website that includes a description of your company, logo, contact information, and link to your website (\$1,250 value).
- 6 complimentary membership emails (allowable at a minimum bimonthly rate (\$2,100 value).
- 4 complimentary sets of membership mailing labels (\$1,400 value). Mailing will be mailed out by your company. Additional sets of mailing labels can be purchased for \$125, a special offer available only to Platinum level COF members (\$350 value).
- Special introduction to the PCMS Board of Directors at 1 board meeting. (invaluable)
- 2 complimentary e-mails sent out from PCMS to membership. Content is written by your company and subject to PCMS approval (\$900 value).
- Opportunity to submit two 1 page articles for publication to the Polk County Medical Society Bulletin (\$590 value).



PCMS Circle of Friends Level Benefits continued



Gold Level \$6,500

The benefits of the Gold sponsorship are valued at over \$10,000

In addition to the overall benefits, Gold sponsors receive:

- Gold Sponsorship to Annual Meeting and a display table set up in a preferred location, reserved table for up to 2 representatives at the PCMS Annual Meeting. (\$2,500 value)
- Pictures at events throughout year will be published in upcoming issues of the Bulletin with your company name (invaluable)
- 4 complimentary copies of the PCMS Pictorial Membership Directory (\$200 value)
- Three quarter page ad in the PCMS Pictorial Membership Directory (\$500 value)
- 2 complimentary subscriptions to the PCMS Bulletin (\$50 value)
- A three quarter page ad in the bi-monthly Bulletin for six issues (\$1,500 value)
- Listing on PCMS website that includes a description of your company, logo, contact information, and link to your website (\$1,250 value)
- 3 complimentary membership emails (\$1,050 value)
- 2 complimentary sets of membership mailing labels (\$700 value). Mailing will be mailed out by your company. Additional sets of mailing labels can be purchased for \$250, a special offer available only to Gold level COF members (\$350 value).

Silver Level \$4,500

The benefits of the Silver sponsorship are valued at over \$6,000

In addition to the overall benefits, Silver sponsors receive:

- Silver Sponsorship to Annual Meeting, Attendance for 1 representatives at the PCMS Annual Meeting, and display table set up (value \$1,250)
- 2 complimentary copies of the PCMS Pictorial Membership Directory (\$100)
- Half-page ad in the PCMS Pictorial Membership Directory (\$400 value)
- 1 complimentary subscription to the PCMS Bulletin (\$25 value)
- Half-page ad in the bi-monthly Bulletin for six issues (\$1,170 value)
- Listing on PCMS website that includes your company name, logo, contact information, and link to your website (\$1,250 value)
- 1 complimentary membership email (\$350 value)
- 1 complimentary sets of membership mailing labels (\$350 value). Mailing will be mailed out by your company. Additional sets of mailing labels can be purchased for a 20% discount, a special offer available only to Silver level COF members (\$350 value)

Bronze Level \$2500

The benefits of the Bronze sponsorship are valued at over \$4,000

In addition to the overall benefits, Bronze sponsors receive:

- Bronze sponsorship to Annual Meeting, display table set up in preferred location, and attendance for 1 representative (\$750 value).
- 1 complimentary copy of the PCMS Pictorial Membership Directory (\$50 value)
- A quarter page ad in the PCMS Pictorial Membership Directory (\$310 value)
- 1 complimentary subscription to the PCMS Bulletin (\$25 value)
- A quarter page ad in the bi-monthly Bulletin for six issues (\$810 value)
- Listing on PCMS website that includes your company name, contact information, and link to your website (\$1250 value)
- 20% discount off purchase of membership email (\$350 value)
- 20% discount off purchase of membership mailing labels (\$350 value). Mailing will be mailed out by your company (\$350 value)



PCMS Circle of Friends
Publication and Specs/Deadlines



2018 Bulletin Article Deadlines

Articles due one week prior to the 1st of the month of each issue date

January/February Issue	Deadline: Monday, January 23
March/April Issue	Deadline: Monday, March 20
May/June Issue	Deadline: Monday, April 24
July/August Issue	Deadline: Monday, June 26
September/October Issue	Deadline: Monday, August 28
November/December Issue	Deadline: Monday, October 30

Printing Specifications:

Printed sheet fed offset:
 Full page = 5w x 8h Half page = 5w x 4h
 Third page = 5w x 2¾h Fourth page = 5w x 2h
 Line Screen Required = 133

Circulation: 2,500 to Physicians, Medically-Related Fields, Businesses

PICTORIAL MEMBERSHIP DIRECTORY

PRINTING SPECIFICATIONS:

Printed sheet fed offset:

Full Page	Trim Size	5" x 8"
1/2 Page	Trim Size	5" x 4"
1/3 Page	Trim Size	5" x 2 ¾"
1/4 Page	Trim Size	5" x 2"

Line Screen Required 133

Circulation: 2,500 to Physicians, Medically-Related Fields, Businesses

Special copy (including photos, logos, etc.) must be camera-ready or an additional expense will be incurred by the advertiser.

Deadline for ad/tab submission per Circle of Friends sponsorship level – June 30th, 2018



PCMS Circle of Friends
**PCMS Circle of Friends
List of Events**



All events and dates are subject to change.

PCMS Calendar of events for 2018:

LEGISLATIVE BREAKFAST

Wednesday, February 7th

Legislative Dining Room at the State House

PCMS ANNUAL MEETING

Thursday, April 5th

Guest Speaker: J.D. Polk, DO Chief Health and Medical Officer - NASA

Des Moines Embassy Club – Downtown

VOLUNTEER PHYSICIAN NETWORK RECEPTION (Not part of Circle of Friends)*

May 2018 (TBD)

Terrace Hill

PHYSICIANS ZOO BREW

Wednesday, June 20th

PCMS PHYSICIAN SUMMER FLING

(TBD)

PCMS Iowa Football NIGHT

(TBD)

KATHIE J. LYMAN SCHOLARSHIP PCMS EVENT (NOT PART OF CIRCLE OF FRIENDS)*

(TBD)

*PCMS Fund raising events that are not included in COF contract

Other events will be updated as they are added and also posted to the new website.

PCMS Circle of Friends sponsors are invited to attend ALL events. For detailed information about the events contact the PCMS at pcms@pcms.org or call (515) 288-0172.



2018 PCMS Circle of Friends Application and Participation Agreement



Submission Instructions

- 1) Complete pages 1 & 2 of Application and Participation Agreement.
- 2) Sign Application and Participation Agreement on Page 2
- 3) Submit Application and Participation Agreement with payment
- 4) Send logo, tagline, contact information and 50-word company description to *pcms@pcms.org*

Application will then be reviewed and the contact person below notified via email of status. Board reviews are the second Tuesday of every month at the Executive Council meeting.

Select Level of Participation

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Platinum Level
\$10,000 Annual Fee | <input type="checkbox"/> Gold Level
\$6500 Annual Fee | <input type="checkbox"/> Silver Level
\$4500 Annual Fee | <input type="checkbox"/> Bronze Level
\$2500 Annual Fee |
|---|---|---|---|

Applicant Information

Company Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Web Site _____

Payment Instructions

- By check in the amount of \$ _____, made payable to **Polk County Medical Society**
- By Credit Card (If paying by credit card complete the following):

Type of Credit Card (circle one):

Visa MasterCard

Credit Card # _____ - _____ - _____ - _____ **Exp. Date** _____

Amount \$ _____ **Print Name on Card** _____

Signature _____ **Date Signed** _____

Pages 6-7 are the contract signature pages to be returned to PCMS for 2018 Circle of Friends sponsorship



PCMS Circle of Friends
Application and Participation Agreement



Advertising Information Required for Publications

Please submit advertising information, based on the specifications, for your company to be placed in our publications. All ads need to be submitted via email to pcms@pcms.org in a high resolution (300dpi) jpeg or PDF format. Advertisements need to be camera ready. If you have technical questions please call our office at 288-0172.

Silver Level

- One black and white half page ad (5" x 4") to be placed in the Bulletin

SPECIAL EVENTS

PCMS Annual Meeting – April 5, 2018 at The Des Moines Embassy Club Downtown,
Guest Speakers: J.D. Polk, DO Chief Health and Medical Officer NASA

Authorized Signature: _____ **Date:** _____

By signing this document, the person above agrees to the terms of membership in the PCMS Circle of Friends and is doing so with the authority of his or her company.

Send Completed Application and Payment:

Via Fax or Email (with credit card only): PCMS Circle of Friends, Attn: Paula Noonan, CEO,
pnoonan@pcms.org or fax (515) 288-0173

Via U.S. Mail (with check): PCMS Circle of Friends
Polk County Medical Society
1520 High Street
Des Moines, IA 50309

Questions about advertising or Circle of Friends contract?
Contact the Polk County Medical Society at pcms@pcms.org or call 515-288-0172.