

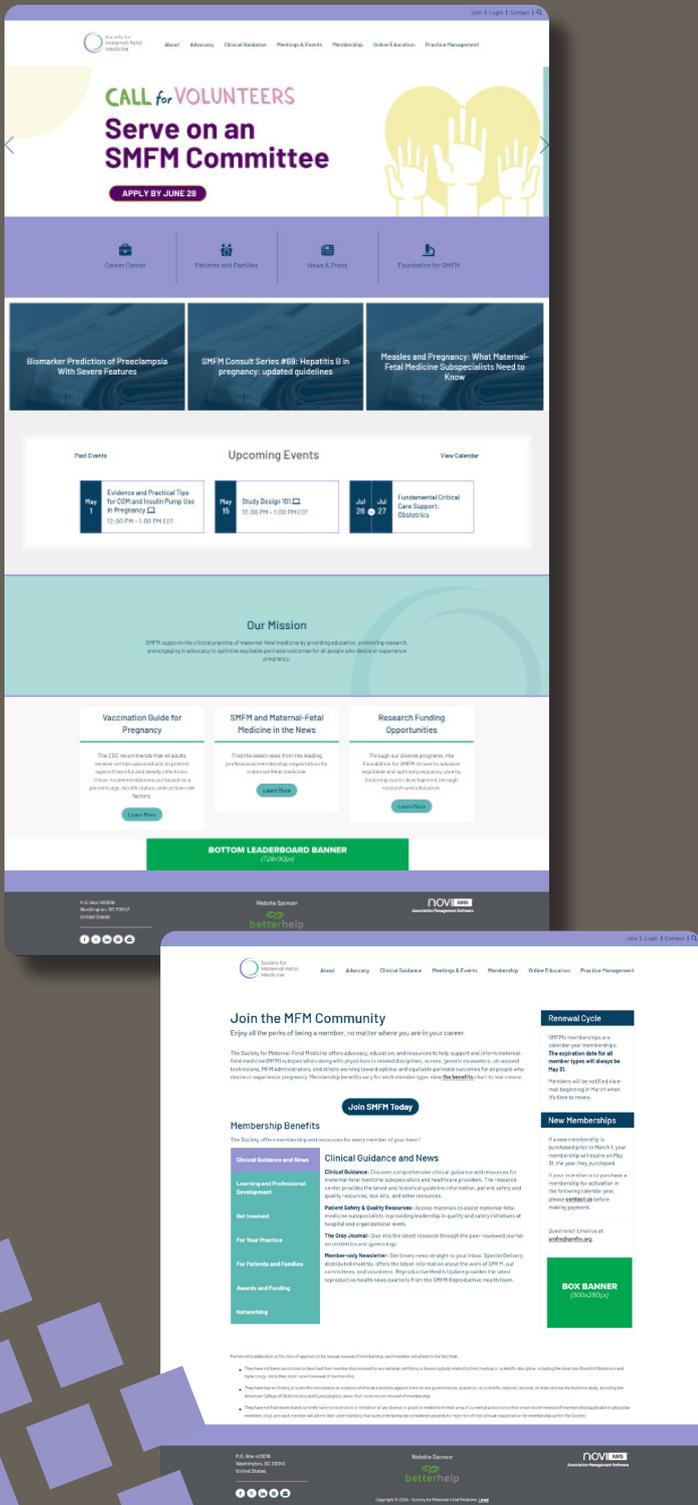


Society for
Maternal • Fetal
Medicine

MEDIA KIT

SMFM.ORG WEBSITE

SMFM is dedicated to the advancement of optimal and equitable perinatal outcomes for all people who desire or experience pregnancy. With over 7,600 members, the website banner package provides a unique opportunity to reach maternal-fetal medical physicians and professionals throughout SMFM.org.



PRICING

ROTATING BANNER PACKAGE

Image: 728x90px, 300x250px

Positions: 10 Available

Placement: Homepage and Several Interior Pages

\$5,000/Year

All positions are available on a first-come, first-serve basis.

Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

Looking to expand your reach with the SMFM audience?

Leveraging SMFM's website traffic helps your company stay in front of over 5,000 women's health professionals on the websites they visit most! Retargeting will help your company enhance your brand awareness with SMFM's niche audience, and drive quality traffic to your website.

BANNER PACKAGE + RETARGETING

250,000 Impressions: \$9,500

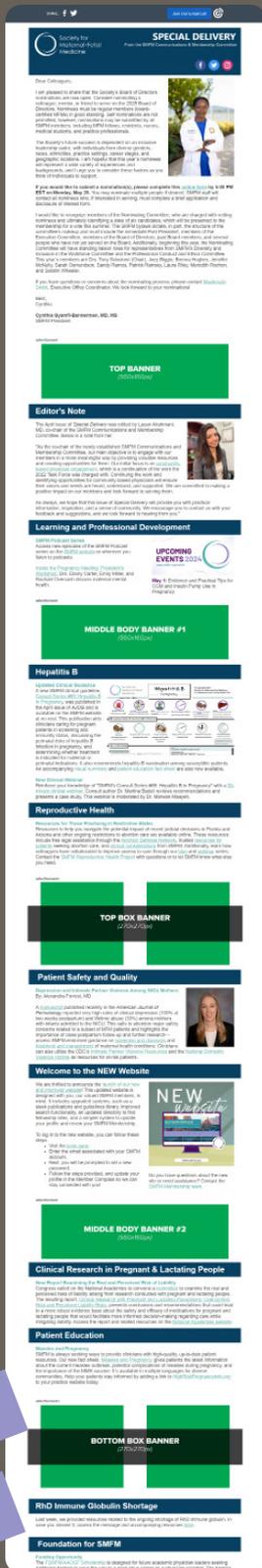
500,000 Impressions: \$12,600

1 Million Impressions: \$17,850



SPECIAL DELIVERY NEWSLETTER

Special Delivery, the official monthly newsletter for SMFM, features news and information for its members. The newsletter's high-value and relevant content is delivered directly to the member's inbox, with over 5,000 subscribers, recognized as the authority for maternal-fetal medicine related information.



PRICING

TOP BANNER

Image: 560x160px

Format: JPG or PNG

\$4,750/Quarter

BODY BANNER #1

Image: 560x160px

Format: JPG or PNG

\$4,500/Quarter

BOX BANNER #1

Image: 270x270px

Format: JPG or PNG

Positions: 2 Available

\$4,250/Quarter

BODY BANNER #2

Image: 560x160px

Format: JPG or PNG

\$4,000/Quarter

BOX BANNER #2

Image: 270x270px

Format: JPG or PNG

Positions: 2 Available

\$3,750/Quarter

BOTTOM BANNER

Image: 560x160px

Format: JPG or PNG

\$3,500/Quarter

SMFM WEBSITE RETARGETING SOLUTIONS



Society for
Maternal • Fetal
Medicine

TARGET THE MEMBERS OF SMFM

Leverage SMFM's website traffic to help your organization stay in front of over 5,000 women's health professionals on the websites they visit most! Through SMFM's website retargeting program, you may take advantage of ad placements on thousands of websites across the internet, helping you enhance your brand awareness with SMFM's niche audience, and drive quality traffic to your website.



ARP ASSOCIATION
REVENUE PARTNERS

Association Revenue Partners is proud to work with SMFM. We have teamed up to provide an online marketing solution to reach the visitors to SMFM's websites through programmatic website retargeting.

SMFM Website Monthly Metrics

Average Page Views: 114,000 total views
Average Visitors: 51,300 sessions
Average Unique Visitors: 33,000/mo. or 1,100/day

SMFM Member Information:

7,643 physicians, scientists and women's health professionals - Maternal-Fetal Medicine Subspecialists

250,000 Impressions
\$5,000

500,000 Impressions
\$9,000

1 Million Impressions
\$16,000

BENEFITS:



**CAMPAIGN SET UP
FEE WAVED**



**TARGETED SMFM
MEMBER AUDIENCE**



**COMPLIMENTARY
CREATIVE SERVICES**



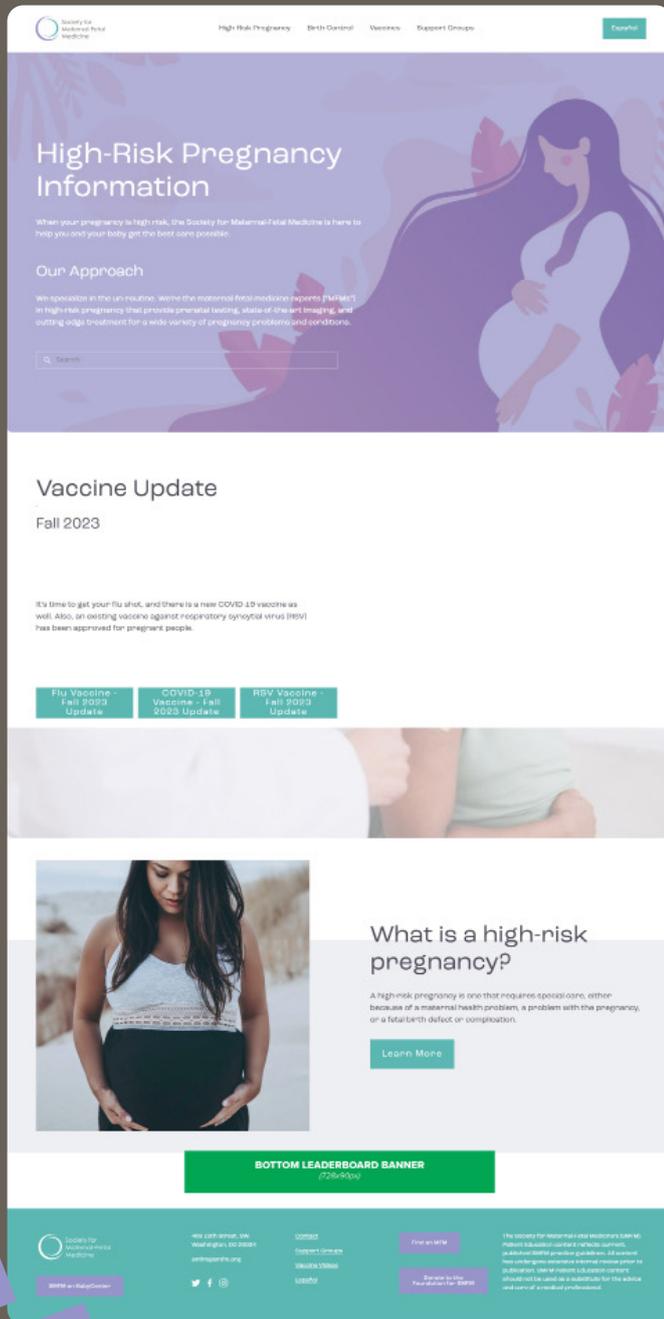
**MOBILE
OPTIMIZATION**



**MONTHLY REPORTING
UPON REQUEST**

HIGHRISK PREGNANCYINFO.ORG WEBSITE

High risk pregnancy effects between 10-30% of expectant or hoping to become pregnant mothers worldwide year over year. In response to this, SMFM has created a specialty website, specifically regarding High Risk Pregnancy, providing up-to-date information and resources for expectant or hoping to become pregnant mothers who are looking at a high risk pregnancy.



PRICING

ROTATING BANNER PACKAGE

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Placement: Homepage and Several Interior Pages

\$1,500/Year

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