



URGENT CARE ASSOCIATION®

2024 MEDIA KIT

HELPING YOU

REACH YOUR GOALS



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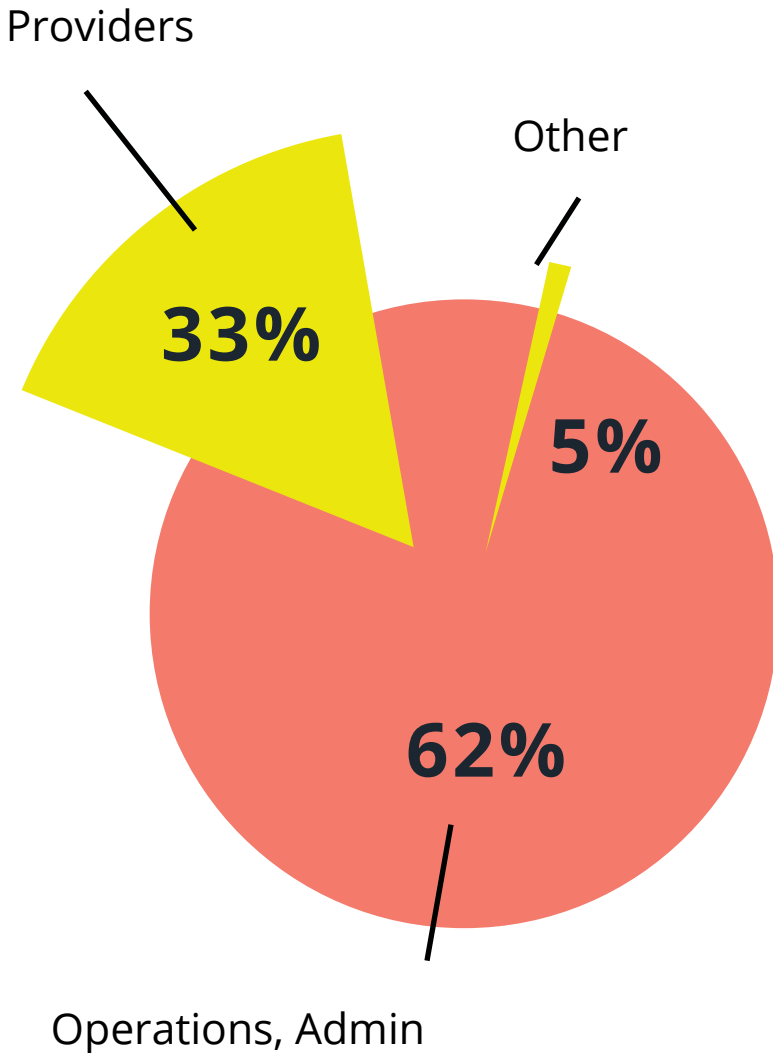
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Opportunities and availability as of November 2023



UCA BY THE NUMBERS

Audience Overview



250,000

Annual website page views

5,300+

Monthly website users

18,000+

Newsletter subscribers

38%

Average open rate

9.8%

Average click through rate

1,500+

Average forwards per newsletter issue

EDITORIAL CALENDAR

Understand UCA's content strategy to leverage opportunities for alignment.

MONTH	CONTENT FOCUS
January	2024 Urgent Care Convention & Celebration Promotion Begins
February	UCA Board of Directors Election Promotion Begins
March	Physician Week (25-31)
April	2024 Urgent Care Convention & Celebration Celebrate Diversity Month
May	Urgent Care Awareness Month Mental Health Awareness Month
June	Health Equity Awareness Month
July	Summer of Learning The Assembly
August	State of Urgent Care - Annual Update
September	Urgent Care PAC
October	Health Literacy Month PA Week (6-12) MA Week (21-25)
November	World Antibiotic Stewardship Awareness Month NP Week (10-17) Radtech Week (3-9)
December	2025 Urgent Care Convention Registration Opens

ADVERTISING OPPORTUNITIES

Advertise with UCA and the College of Urgent Care Medicine (CUCM) to reach your Urgent Care customers and prospects.



Whether you're looking to launch a new product, extend your brand reach or help your customers grow their business, your brand will be positioned front and center among key decision makers looking for trusted solutions.

[Learn More](#)

SOLUTIONS.WEBINAR



Purpose: Host a live webinar about a new product, service or technology, or to increase brand awareness.

Audience: Marketed to our entire database, you'll reach more than 18,000 Urgent Care operational and clinical professionals.

Your content, your leads — driven by UCA's audience reach.

Secure Your Date Today!

[Contact us](#)

Vendor Responsibility:

Content creation (content may be commercial in nature).

Due 3 weeks prior to webinar date:

- Time of webinar and time zone
- Webinar title
- 3-5 learning objectives and a one (1) sentence summary of your webinar
- Link to online registration page or page on your website that contains the registration link (speaker photos/bios, full description and additional information should live there)
- Contact name, phone, and email for registration questions
- Webinar hosting on own software/presentation/recording/ evaluation and follow up
- Any promotion outside of UCA promotion

UCA Responsibility:

Two (2) emails to entire UCA database promoting webinar (1x the week prior at UCA's discretion, 1x webinar the day of).

At least one (1) mention of webinar in UCAAccess eNewsletter. (In order for the webinar to be included in two (2) issues before your webinar, UCA must have all content five (5) weeks prior.)

UCA social media mentions on UCA LinkedIn account, (at UCA discretion) will take place in the two (2) weeks prior to the event.

Webinar will be available in the UCA Learning Center. It is your responsibility to send an updated URL for access — use this as an additional lead generator.

[Subject to UCA Advertising and Promotions Policy](#)

SOLUTIONS.DELIVERED



Purpose: An exclusive eNewsletter filled entirely with your banners, ads and content to showcase your brand and educate about your products and services.

Audience: Marketed to our entire database, reach more than 18,000 Urgent Care operational and clinical professionals.

Your content and digital traffic drivers, powered by UCA's audience reach.

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MEMBER RATE: \$3,800
NON-MEMBER RATE: \$4,650

Specifications:

JPG format only (no videos or GIFs) File size 90KB max.

No more than 4 articles, 2 banner ads and 1 sponsored content ad.

No more than 75 words per article (100 for Sponsored Content copy).

Content should include links to your website for additional information.

Copy and artwork must be submitted 2 weeks prior.



[Subject to UCA Advertising and Promotions Policy](#)

UCACCESS NEWSLETTER



Purpose: Advertise in the bi-weekly UCAccess eNewsletter, a publication dedicated to informing readers on industry updates, association news and more.

Audience: Marketed to our entire database, reach more than 18,000 Urgent Care operations and clinical professionals and key decision makers who purchase and use your products and services.

ADVERTISING RATES

BANNER ADS

MEMBER RATE: \$1,100

NON-MEMBER RATE: \$1,320

SPONSORED CONTENT ADS

MEMBER RATE: \$1,400

NON-MEMBER RATE: \$1,680

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ADVOCACY NEWSLETTER



Purpose: Advertise in the monthly UCA Advocacy Newsletter, a publication dedicated to keeping readers informed on Urgent Care Advocacy updates, issues, legislative progress and more.

Audience: Marketed to our entire database, you'll reach more than 18,000 Urgent Care operational and clinical professionals.

ADVERTISING RATES

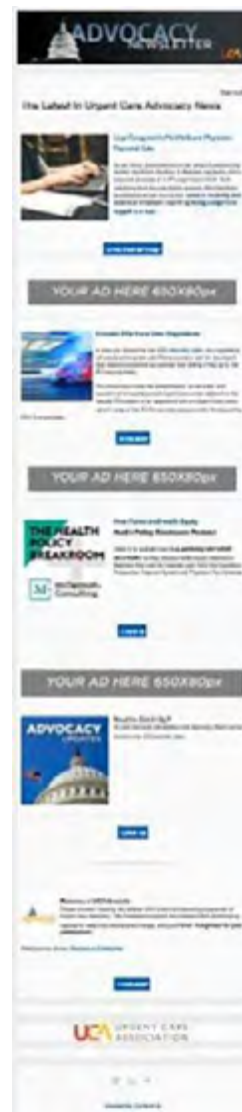
BANNER ADS

MEMBER RATE: \$1,100

NON-MEMBER RATE: \$1,320

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WEBSITE ADS



Purpose: Drive customers and prospects to your website with an ad on the UCA website.

Audience: The UCA website is a trusted source for industry news, education and resources. Highlight your company’s service or product portfolio competitive edge, and Urgent Care decision makers will respond.

Reach your next customer with an ad on nearly every interior page of the UCA website.

Secure Your Date Today!

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MEMBER RATE: \$1,000
NON-MEMBER RATE: \$1,750

Specifications

Ads are available in one month increments.

Randomized, non-UCA ads (5 sec. rotation) available – placement, first-come, first-served.

Ads do not support video or animated GIF files.

Ads are placed on interior webpages. (Ads on homepage exclusive to Diamond Corporate Members)

[Learn more](#)

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MEMBER LIST RENTAL



Purpose: Snail mail and email list rental is available.

Audience: A highly targeted and qualified audience representing multidisciplinary Urgent Care influencers and decision makers who are interested in your product and services portfolio.

Be sure to work this vehicle into your annual Urgent Care marketing strategy.

[**Contact InFocus Marketing
to learn more**](#)

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SOLUTIONS.ON-DEMAND



Purpose: Make your existing webinar content go farther by promoting your on-demand expertise and solutions to UCA's targeted and qualified audience.

Audience: Made available in the premier location for Urgent Care education, the UCA Learning Center. Reaching Urgent Care operations and clinical professionals.

You've already produced the webinar, UCA already has the audience - let us do the delivery.

MEMBER RATE: \$1,500
NON-MEMBER RATE: \$1,800

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[Contact us](#)

All Urgent Care topics welcome, but if you're looking to address a hot topic, here are some suggestions:

Antibiotic Stewardship | RSV | COVID-19

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SOLUTIONS.SOCIAL



Purpose: Drive customers and prospects to your website with a post on UCA social media (LinkedIn).

Audience: The UCA social network is a trusted source for industry news, education and resources. Highlight your company's service or product portfolio competitive edge, and Urgent Care decision makers will respond.

Reach your next customer with an ad on UCA social media (LinkedIn).

MEMBER RATE: \$750
NON-MEMBER RATE: \$1,000

Ad Image Specifications

Dimensions: 1200x627 px

File Type: .jpg, .png

Max size: 3MB

Copy Specifications:

120 characters max, excluding URL

Ads are posted 1 per month

Placement, first-come, first-served

Ads do not support video or animated GIF files

[Subject to UCA Advertising and Promotions Policy](#)

URGENT CARING ADVERTISING



A publication from the College of Urgent Care Medicine

Purpose: Advertise in the College of Urgent Care Medicine (CUCM) quarterly Urgent Caring publication, a CME publication dedicated to informing readers on clinical insights, industry updates and more

Audience: Market to a targeted audience of more than 2,000 clinical UCA members who need your solutions and use your products daily

You provide the products and services, clinicians use the product and services – UCA is the connection.

SINGLE AD
MEMBER RATE: \$600
NON-MEMBER RATE: \$750

SAVE BY PURCHASING 4 ADS
MEMBER RATE: \$2,200
NON-MEMBER RATE: \$2,640

FAST FACTS

2,000+ CLINICAL UCA MEMBER AUDIENCE	42% AVERAGE OPEN RATE	46% AVERAGE CLICK THROUGH RATE
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Ads run 4x, once in each quarterly edition

Secure Your Date Today!
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CORPORATE MEMBERSHIP

Corporate membership with UCA allows you to position your company as one of the top resources for Urgent Care centers.

When you become a Corporate Member, you achieve industry and peer recognition while knowing you are supporting projects that benefit your customers and their patients.

Benefits Include:

Brand recognition and acknowledgement as an industry leader in high-profile mentions on social media, UCAccess, the Journal of Urgent Care Medicine (JUCM) and more

Opportunity to showcase your expertise year-long with select complimentary advertising to augment your overall marketing strategy

Access to industry insights and target audience networking

Increased visibility at various meetings sponsored by UCA which are offered throughout the year

Enhanced experience and brand recognition at the Urgent Care Convention, the industry's largest expo and educational seminar

"The access and availability that we have to the UCA members is really something that the partnership has allowed us to have."

- Bronze Corporate Member, Allison Fox, Senior Manager, Healthcare Services, Henry Schein

[Learn More](#)

[*Benefits vary with membership investment level. See website for more detail.](#)

SPONSORSHIP OPPORTUNITIES

Return on investment is critical. By partnering with the UCA, you can showcase your brand and network with high profile leaders in the Urgent Care industry, while securing the long-term success of your customers through support of industry research, education and advocacy.

Sponsorships: Shine the spotlight on your brand, generate leads, and elevate your company as an Urgent Care supporter. Through sponsorship, access key decision makers to build effective relationships that support your company's industry vision and success while highlighting your company's expertise as a thought leader.

Exhibit at the Urgent Care Convention: Provide your customers a chance to experience your brand in-person, increase your company's visibility, and provide your sales team with a valuable lead generation opportunity.

We understand your company's needs are unique and can help you identify a sponsorship opportunity that fits within your corporate strategy.

[Learn More](#)

[*Benefits vary with investment level. See website for more detail.](#)

GET IN TOUCH

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