

2027 ADVERTISING



Audience Specs

Ad Products

Brand Visibillity

Lead Generation

Thought Leadership

Deadline and Submission requirements apply

Ad availability and placements are first-come, first-served.

Subject to UCA Advertising Terms & Cancellation Policy



GET IN TOUCH corporate@urgentcareassociation.org



URGENT CARE AUDIENCE

UCA IS THE ASSOCIATION REACHING THE URGENT CARE INDUSTRY

19.1K AUDIENCE DEMOGRAPHIC

Clinical		Administrative		Hybrid Roles
58%		31%		11%
Physician	51%	C-level, Owner	57%	
APC	38%	Manager	39%	
Other Clinical	11%	Other Admin	4%	

All UCA membership is represented within our audience reach.



4,400

Member
Centers



2,200

Accredited
Centers



381

Member
Organizations

REACH THE FULL SPECTRUM OF URGENT CARE DECISION-MAKERS IN ONE SEND

Association editorial
content

UCAccess

22% open rate
5% click rate
Distributed to 19.1K
contacts

Urgent Updates

25% open rate
7% click rate
Distributed to 2.1K+
contacts*

*CUCM and UCCOP contacts only

Product & sponsor-
specific content

Solutions.Delivered

20% open rate
5% click rate
Distributed to 19.1K
contacts

Solutions.Webinar

20% open rate
50 - 150 registrants**
Distributed to 19.1K
contacts

Website Ads

Coverage on 40% of
interior pages
Avg. 3,300 impressions
1.1% click rate

**Sponsor reported registrant counts

Click Rate
**2X INDUSTRY
AVG.**

Website Visitors/Mo

96,000

Email Subscribers

19,100+

**1% bounce rate, 0.2%
unsubscribe rate*

Social Followers

12,000+

Average Impressions **491**
Average CTR **3%**
Average Engagement **5%**



GET IN TOUCH

corporate@urgentcareassociation.org

BRAND VISIBILITY

WEBSITE ADS

Audience: Clinicians, owners, operators, general industry interest

Rates

30-day placement

Member

\$1,250



Non-member

\$1,500



Specs

- 30-day ad placement
- 500 x 500 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL
- Ads are placed first-come, first-serve into a rotating carousel of no more than 5 ads



Page Views/Mo

8,000

Site Coverage

40%

Impressions/Mo

3,300

CTR

1.1%

UCACCESS - BANNER AD

Audience: Clinicians, owners, operators, general industry interest

Rates

Member

\$1,300



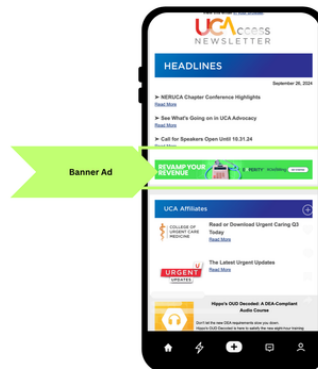
Non-member

\$1,560



Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL



Frequency

BI-WEEKLY

Distribution

19,100

Open Rate

22%

CTR

5%

Building a campaign around
market-entry, new product
launch or sustained industry
presence?



**TALK TO US TO
CUSTOMIZE AD PACKAGES**

corporate@urgentcareassociation.org

BRAND VISIBILITY

URGENT UPDATES - BANNER AD

Audience: Clinicians, physicians

Rates

Banner Ad

Member

\$1,100



Non-member

\$1,320



Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL



Frequency
MONTHLY

Distribution
2,100

Open Rate
25%

CTR
7%

Followers

12,000+

Impressions

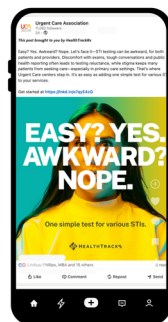
500

Engagement

5%

CTR

3%



SOLUTIONS.SOCIAL

Your exclusive sponsored content is posted on the UCA LinkedIn and Instagram channels among our regularly scheduled association feed.

Rates

1 post per platform (LI and IG)

Member

\$1,000



Non-member

\$1,200



LinkedIn Specs

- Best practice: 150 - 200 characters
- Advertiser submitted trackable URL
- Image Specs: 1200 x 1200px, or 1200 x 627px

Instagram Specs

- Best practice: 125 characters
- Advertiser submitted trackable URL
- Image Specs: 1080 x 1080px, or 1080 x 1350px

LEAD GENERATION

UCACCESS - SPONSORED CONTENT AD

Audience: Clinicians, owners, operators, general industry interest

Rates

Member

\$1,550



Non-member

\$1,860



Specs

- Image, 300 x 300 pixels
- Title copy, 10-word count max
- Content copy, 50-word count max
- Call To Action button copy, 4-word count max
- Advertiser submitted trackable URL



Frequency

BI-WEEKLY

Distribution

19,100

Open Rate

22%

CTR

5%

LIST RENTAL

Target UCA membership with direct mail and email list rental via InFocus Marketing (3rd party platform).

Distribution

Contact InFocus about list size and audience segmentation

Audience

Clinicians, owners and/or operators of UCA member organizations.

Price

Varies based on list size, segmentation and mail/email.

CONTACT INFOCUS MARKETING TO PURCHASE

URGENT INSIGHTS

Not a webinar, not a sales pitch. A 30-min conversation hosted by UCA - your content, your speakers; a candid, case-based dialogue.

Rates

Member

\$2,500



Non-member

\$3,000



Specs

- Vendor selects topic; recruits a sponsor rep speaker and an Urgent Care speaker (a practicing clinician or operator); provides details to UCA 5 week prior to session date
- UCA promotes via 1 UCAccess mention, 2 pre- and 1 post-event social media post, listing on Urgent Insights series webpage; session recording is posted to Learning Center
- Company receives post-event registration list
- UCA hosts on MS Teams and manages registration

LIMITED

1 per company/mo

NEW!

In 2027

THOUGHT LEADERSHIP

SOLUTIONS.DELIVERED

An exclusive eblast sent on behalf of the sponsor to the UCA audience.

Rates

Per Eblast

Member

\$3,800



Non-member

\$4,560



Specs

- Email delivered under UCA Solutions.Delivered Header Banner (HTML not supported)
- Multiple purchases require unique content per issue



Frequency

VARIES

Distribution

19,100

Open Rate

20%

CTR

5%

SOLUTIONS.WEBINAR

Leverage UCA's audience to promote your webinar.
Advertiser is responsible for content, registration and hosting.

Rates

per webinar

Member

\$4,500



Non-member

\$5,400



Vendor Responsibility

Content creation •

Registration (setup and management) •

Provide to UCA the webinar details (eg. time, summary description, registration link) •

Speakers, content and hosting of webinar on own software •

Presentation preparation, recording and any desired attendee follow up •

Provide to UCA, URL of webinar recording for posting to UCA Learning Center •

UCA Promotion Responsibility (no vendor action needed)

(2) Emails promoting Solutions.Webinar (1x the week prior, 1x the day of the webinar) •

(1 to 2) mentions in UCAccess issues prior to webinar date •

(1) social post (1x the week prior) •

Posting of Solutions.Webinar recording following the event on the UCA Learning Center •

Date is preset with UCA, but time is vendor-led

Open Rate

20%

Distribution

19,100

Registrants*

50 - 150

*Sponsor reported counts

THOUGHT LEADERSHIP

SOLUTIONS.ONDEMAND

Your educational content hosted within the UCA Learning Center in our “Industry Perspectives” library. Contribute a whitepaper, infographic, recorded presentation, or other educational resource.

Rates

Per Listing

Member

\$2,000



Non-member

\$2,400



Followers

12,000

Social Impressions

491

Email Distribution

19,100

Social CTR

3%

Vendor Responsibility

- Submit content to UCA Learning Center (ie. URL to pre-recorded webinar, whitepaper, infographic, etc.)
- Content will be posted in UCA Learning Center, as an “Industry Perspective” resource
- Content should be relevant to Urgent Care and educational in nature
- Branding should be positioned as thought leadership vs. product/service sales content
- Subject to [Eligibility, Content, Image & Video Guidelines](#) of UCA Learning Department

UCA Promotion Responsibility (no vendor action needed)

- (1) inclusion in quarterly email promotion of advertiser resource available in Learning Center
- (1) mention in UCAccess promoting advertiser resource available in the Learning Center
- (1) LinkedIn post promoting advertiser resource in the Learning Center



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