



MEDIA KIT

2025

A Trusted Voice Delivering Your Message  
to the World of Urgent Care

**UCA** URGENT CARE  
ASSOCIATION®

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# BY THE NUMBERS

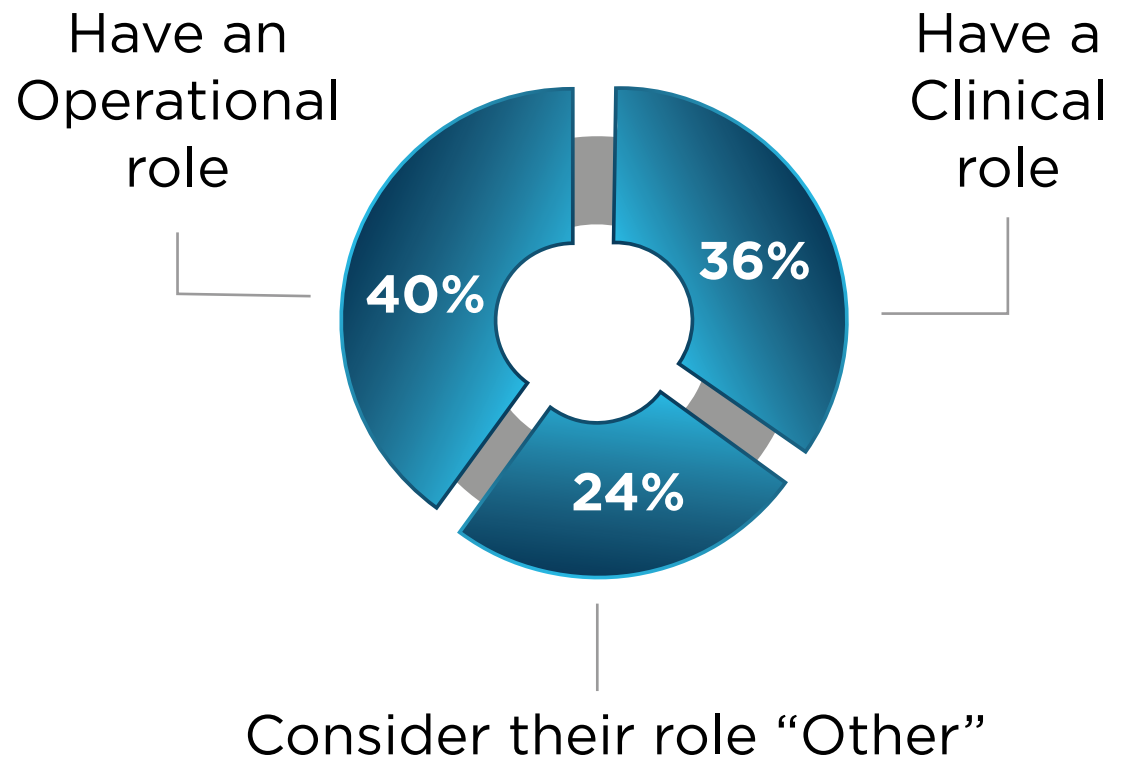


Success  
Solution  
Business Strategy  
Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
Solution  
Marketing  
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Success  
Management  
SOCIAL NETWORK

# Urgent Care Audience

UCA's audience consists of 18,880-plus Urgent Care clinicians, operators and others who serve the industry.



Industry Audience  
**18,880+**

# GEOGRAPHICAL BREAKDOWN

**19%**  
Western U.S.



**15%**  
Midwestern U.S.



**20%**  
Northeastern U.S.



**36%**  
Southern U.S.



**10%**  
Other, International





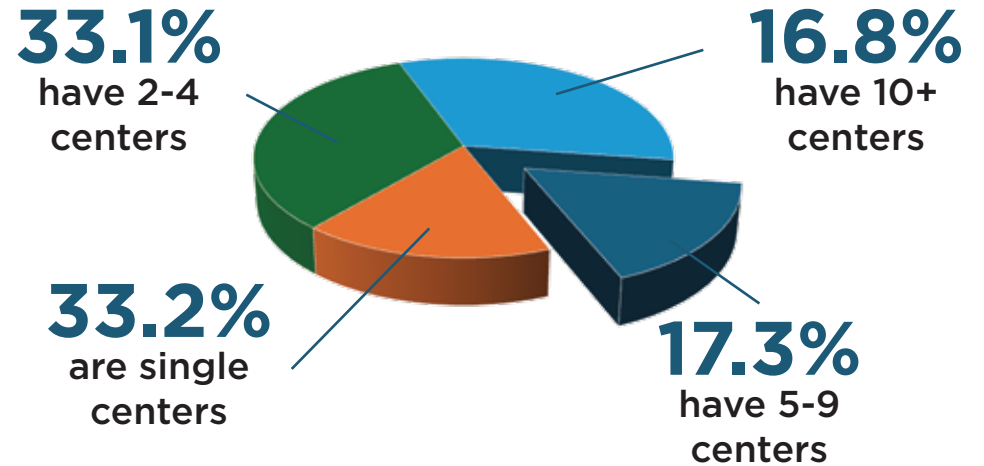
The entire UCA Membership is represented within our audience reach. UCA members account for 30% of all Urgent Care centers nationwide, and we continue to add new members every month.

**4,324**  
Member Centers

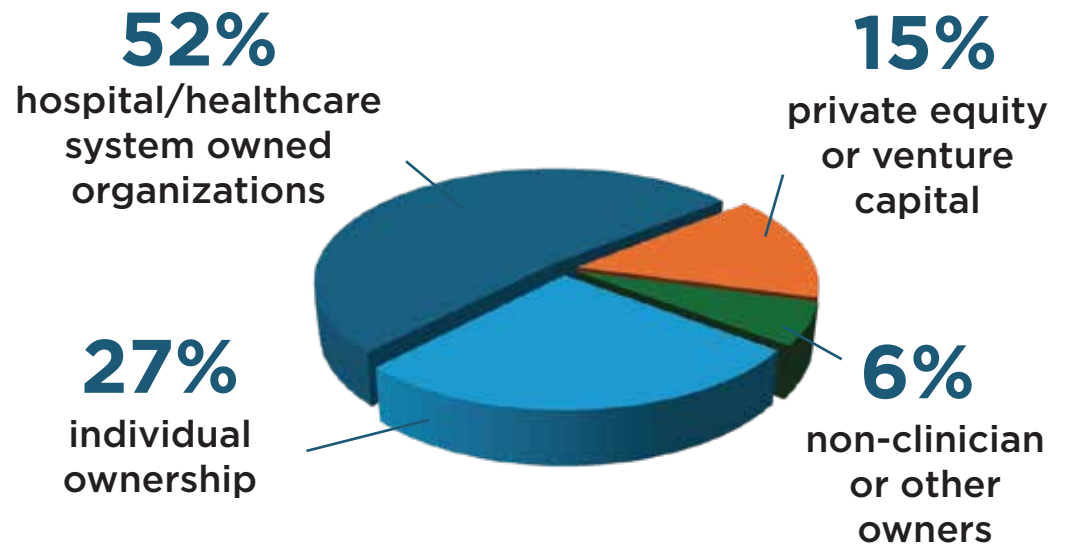
**381**  
Member Organizations

# SNAPSHOT

## WITHIN OUR MEMBERSHIP:



## UCA ORGANIZATIONAL MEMBER OWNERSHIP MIX:



\*DATA BASED ON JUNE 2024

# MEDIA CHANNELS

Advertise with UCA to reach today's medical practice leaders, healthcare community members and business professionals to build important relationships in Urgent Care.



## UCA Website

**24K** page views/mo  
**8K** website visitors/mo  
Retention rate - approx **20%**



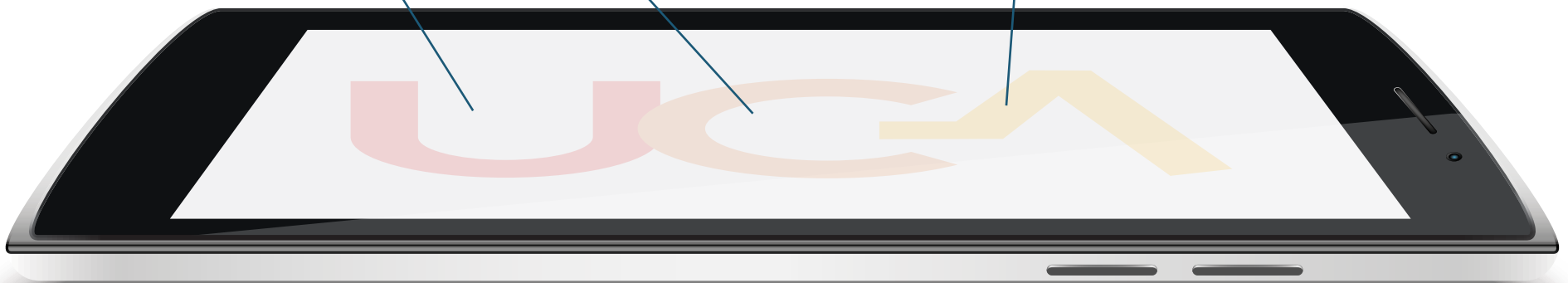
## Email

Subscribers **18,880+**



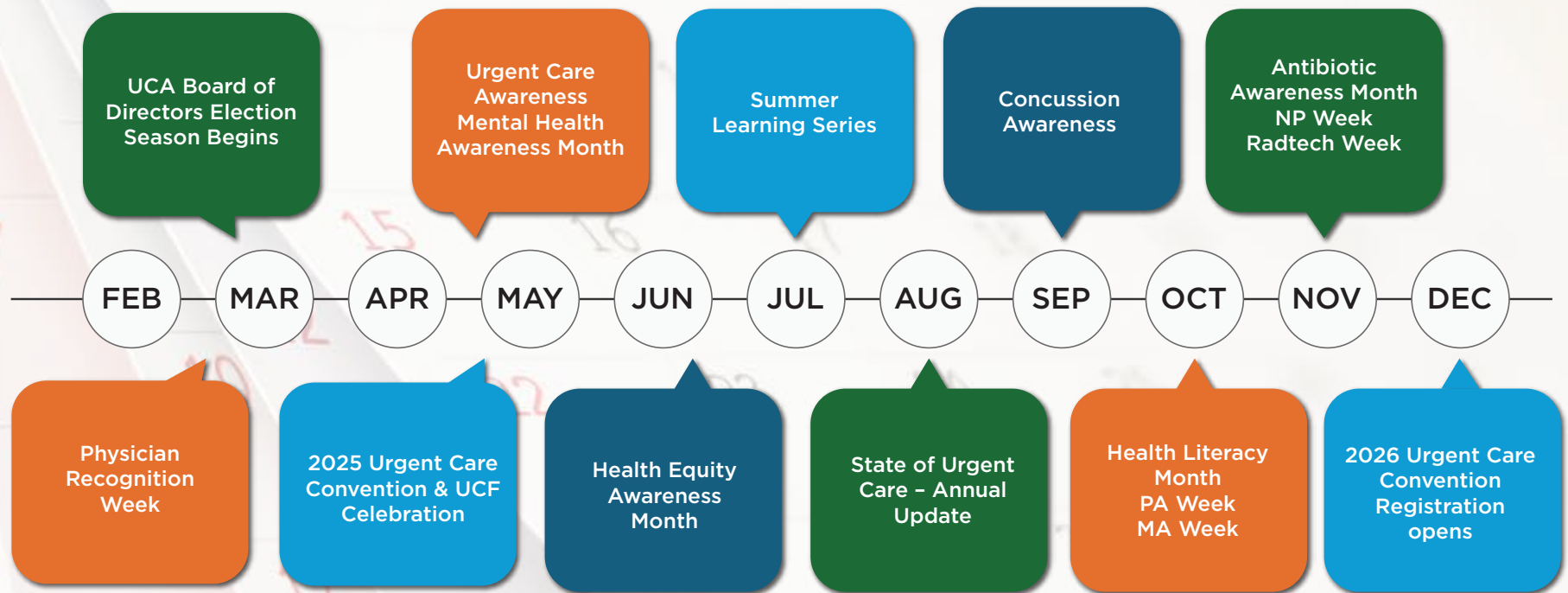
## Social Media

**12,000** followers



# EDITORIAL CALENDAR

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







**ADVERTISING**



UCAccess  
Advocacy Newsletter  
Urgent Updates  
Urgent Caring

# Newsletters



# UCAccess

The dedicated publication for industry updates, association news and more. Reach Urgent Care operations and clinical professionals and key decision makers who purchase and use your products and services.

Distribution: 18,880+

Open Rate: 42%

Total Clicks: 8.5%

Forwards: 22.4%

Published every other week

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## BANNER AD

### SPECS

- 3 spaces available per issue
- 650 x 80 pixels

### RATES

Member - \$1,300 per issue

Non-member - \$1,560 per issue

## SPONSORED CONTENT AD

### SPECS

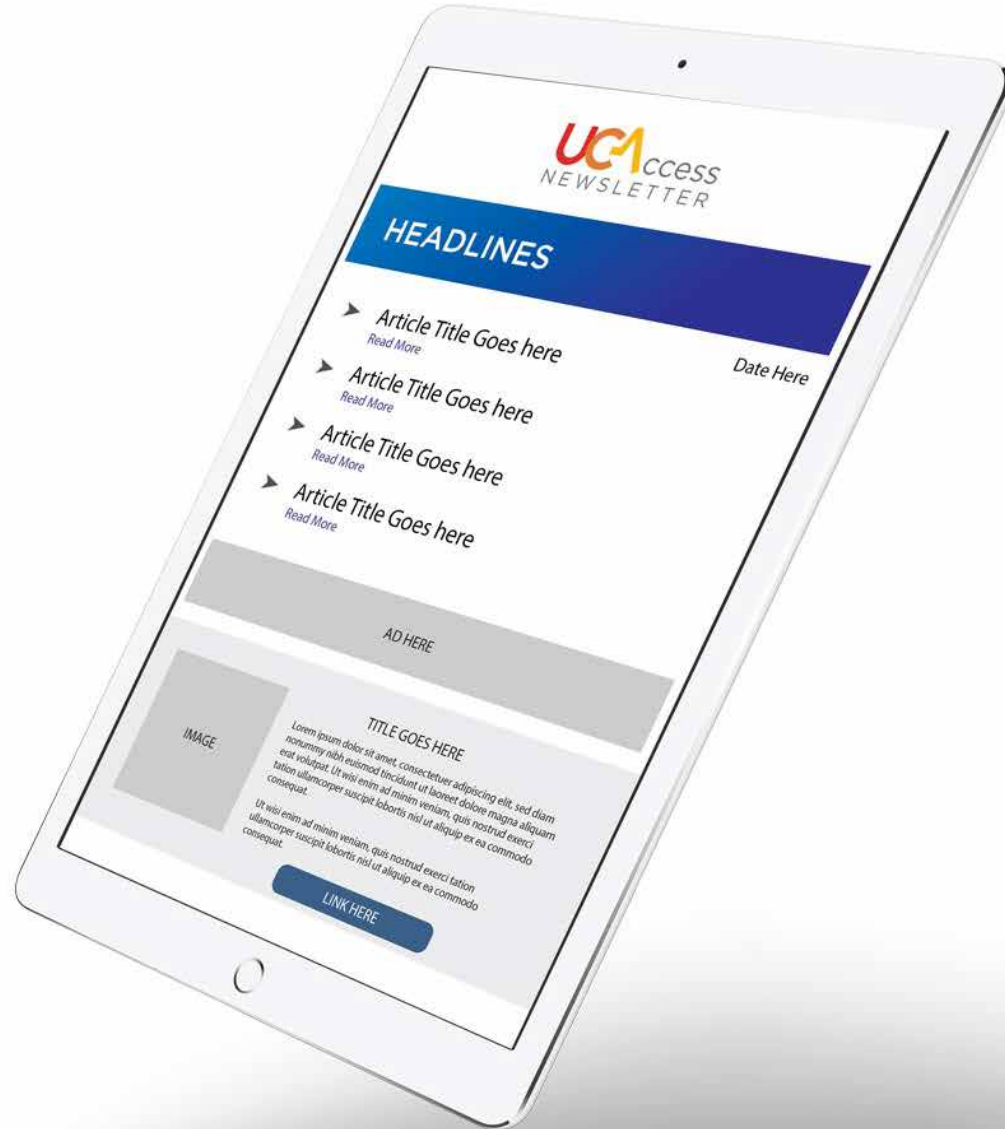
- 2 spaces available per issue
- 150 x 150 pixels
- Title copy, 10 word count max
- Content copy, 50 word count max
- Call To Action button copy with your trackable link

### RATES

Member - \$1,550 per issue

Non-member - \$1,860 per issue

SAMPLES



# Advocacy Newsletter

The publication dedicated to keeping readers informed on Urgent Care Advocacy updates, issues, legislative progress and more. Marketed to our entire database, you'll reach operational and clinical professionals.

Distribution: 18,880+

Open Rate: 25%

Total Clicks: 29%

Forwards: 29%

Published 1x month

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## BANNER AD SPECS

- 2 spaces available per issue
- 650 x 80 pixels
- Advertiser may add UCA advertiser mention in 30+ second video recap of newsletter for upcharge fee of \$250 (1 available per issue, first-come first-served)

## RATES

Member - \$1,300 per issue

Non-member - \$1,560 per issue

# Urgent Updates Newsletter

Featured clinical news, reviewed by Urgent Care physicians and read by those practicing Urgent Care medicine.

Distribution: 1,860+

Open Rate: 46%

Total Clicks: 11%

Forwards: 30%

Published 1x month

SCIENCE

## BANNER AD SPECS

- 3 spaces available per issue
- 650 x 80 pixels

## RATES

Member - \$1,100 per issue

Non-member - \$1,320 per issue



# Urgent Caring Newsletter

The CME publication dedicated to informing readers on clinical insights, industry updates and more. Market to a targeted audience of clinical UCA members who need your solutions and use your products daily.

Distribution: 1,860+

Open Rate: 25%

Total Clicks: 11%

Forwards: 29%

Published 1x quarterly

(March, June, September, December)

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## BANNER AD SPECS

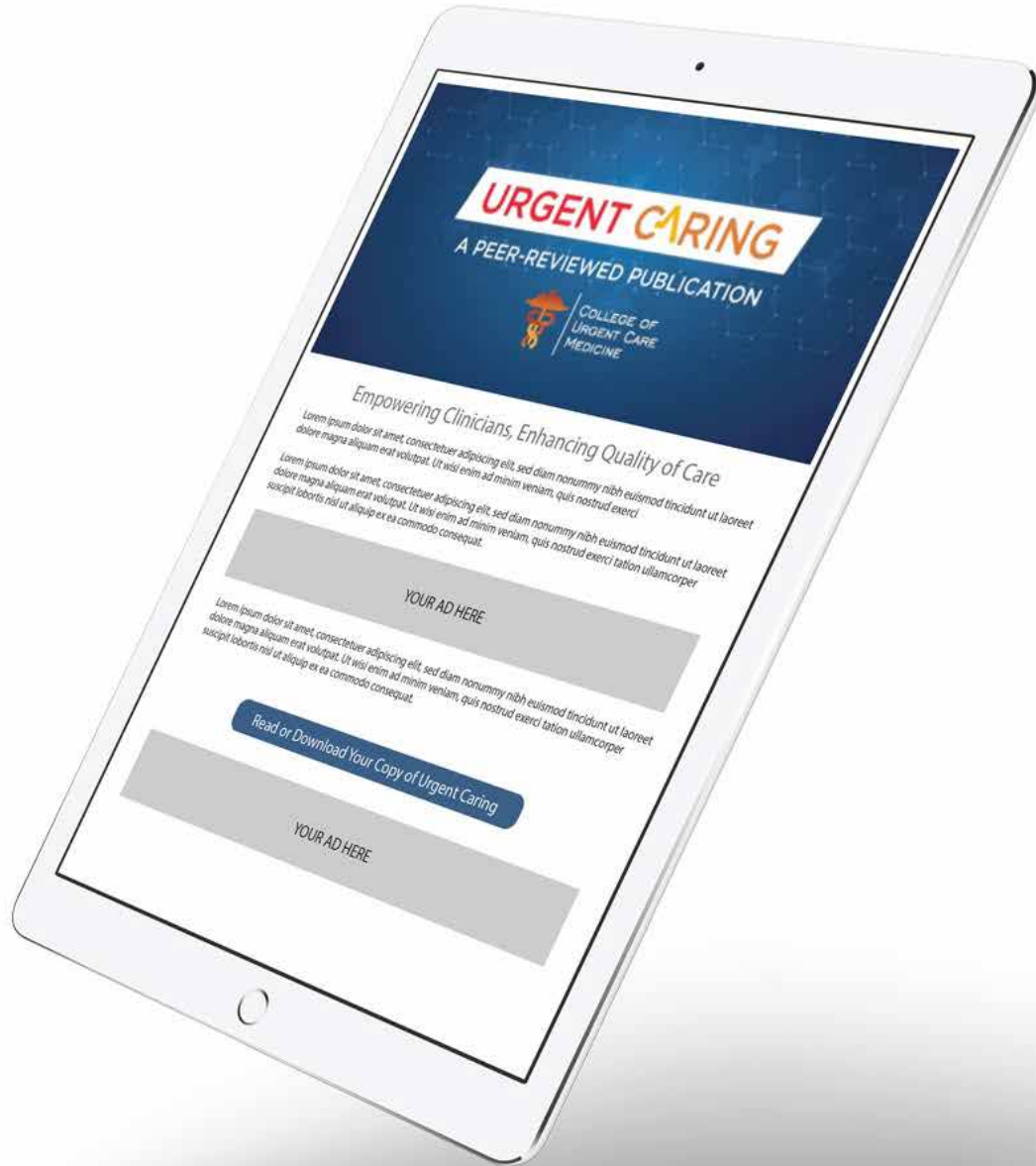
- 2 spaces available per issue
- 650 x 80 pixels

## RATES

Member - \$1,100 per issue

Non-member - \$1,320 per issue

SAMPLE



# Solutions



Whether you're looking to launch a new product or help your customers grow their business, position yourself as an industry expert with trusted solutions.

Website Ads

Podcast

Solutions.Delivered

Solutions.On-Demand

Solutions.Webinar

# Website Ads

SPREP

Website Visitors: 8,000 per month  
Published in 30-day increments,  
starting on the 1st or 15th of the month

## AD SPECS

- 6 available per month (limit one ad per company per month)
- 500 x 500 pixels
- Ads do not support video or animated GIF files
- Ads are placed on a first-come, first-served basis into the rotating carousel (5-sec rotation)
- Ads are placed on interior webpages

## RATES:

Member - \$1,000 per month

Non-member - \$1,200 per month

# Podcast

The newly launched podcast, "Inside Urgent Care," discusses stories from within Urgent Care. Advertise on the 20+ minute show that shares inside perspectives and authentic conversations from those working in the space. New episodes are announced to UCA's 18,880+ audience through UCAccess and social media.

Listeners can find new and past episodes of "Inside Urgent Care" on major podcast platforms

Published the third Wednesday of every other month

SPENDING

## AD SPECS

- 30s ad script, to be read 1x by UCA during 20-min podcast
- Ad may be commercial in nature
- Advertiser may submit 30s audio clip in place of script for \$150 upcharge fee

## RATES:

Member - \$1,000 per month

Non-member - \$1,200 per month

# Solutions.Delivered

An exclusive email of your content to inform potential customers of the solutions you offer. Drive them to your landing page to view a video or download a checklist - it's your email and your traffic driver.

Distribution: 18,880+

Open Rate: 43%

Total Clicks: 10%

1 to 2 emails available per month

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## SPECS

- Email copy, 1,500 words max

## IMAGE SIZES SUPPORTED

- 150 x 150px, or 650 x 80px
- Include up to 2 calls to action with your trackable links
- Email delivered under UCA Solutions.Delivered Header Banner
- Multiple purchases require unique content per issue

## RATES

Member - \$3,250 per issue

Non-member - \$3,900 per issue



# Solutions.On-Demand

Make your existing content go farther by promoting your on-demand expertise and solutions to UCA's targeted and qualified audience. Share your on-demand video resources, e-book, case studies and more with your Urgent Care audience by posting in the premier location for Urgent Care education, the UCA Learning Center.

Learning Center Page Views: 386  
per month

Product Downloads: 422 per month  
Published on a rolling basis

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## VENDOR RESPONSIBILITY

- Content should be a resource or educational in nature
- Upload content to Learning Center

## UCA RESPONSIBILITY

- (1) email promotion of resource availability in Learning Center as a Solutions.On-Demand
- (1) mention in UCAccess of resource availability in Learning Center as Solutions.On-Demand Content
- Subject to Eligibility, Content, Image & Video Guidelines of UCA Learning Department

## RATES

Member - \$1,500

Non-member - \$1,800

# Solutions.Webinar

Host a live webinar event featuring your content and your speaker. The content may be commercial in nature. UCA promotes your live hosted webinar, and you capture the registration and leads.

2 to 3 webinar dates available per month

SOLUTIONS

## SPECS

- Date is preset with UCA, but time of day, format and content is vendor-created

## 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 an updated URL of webinar recording for posting to UCA Learning Center

## UCA RESPONSIBILITY:

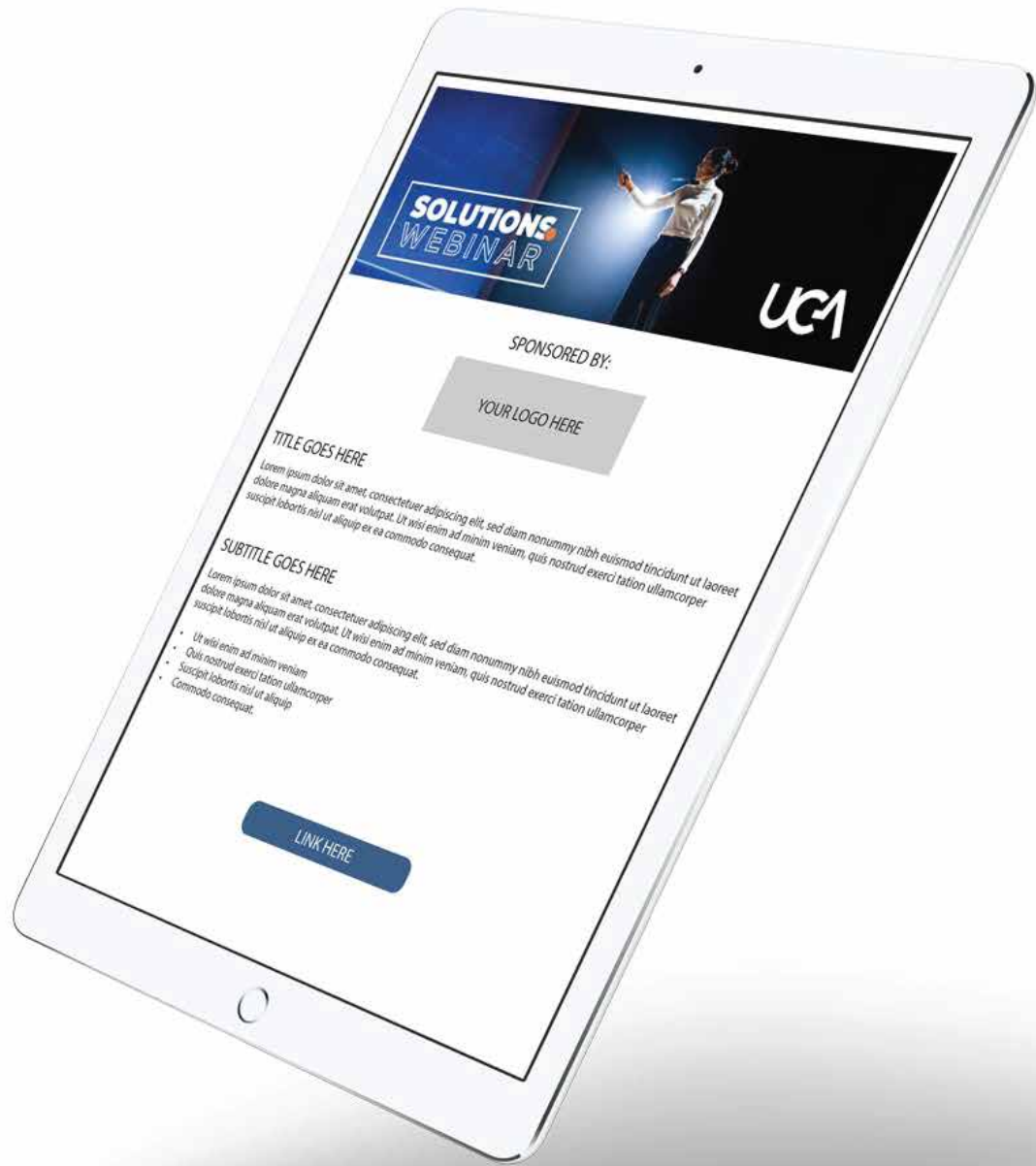
- (2) emails promoting Solutions.Webinar (1x the week prior, 1x the day of the webinar)
- (1) mention in UCAccess
- (1) social post at UCA discretion
- Posting of Solutions.Webinar recording following the event on the UCA Learning Center

## RATES:

Member - \$4,500

Non-member - \$5,400

SAMPLE



The UCA member list engages a highly targeted and qualified audience representing multidisciplinary Urgent Care influencers and decision makers. Direct mail and email list rental available via InFocus Marketing.

[LEARN MORE](#)



# Member List Rental

# CORPORATE MEMBERSHIP



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

[LEARN MORE](#)

Reaching your Urgent Care audience is more than advertising. Gain year-round and face-to-face visibility with these other opportunities:

 2025 Sponsorship with UCA

 2025 Urgent Care Convention Exhibit and Sponsorship

 Contact Corporate Strategy & Events at UCA  
[corporate@urgentcareassociation.org](mailto:corporate@urgentcareassociation.org)