

CISCRP's National Clinical Trial Outreach and Awareness Initiative

Sponsorship Opportunities for Q2 USA Today Clinical Trials Supplement

Introduction to CISCRP

Founded in 2003, The Center for Information and Study on Clinical Research Participation (CISCRP) is an international nonprofit organization dedicated to educating the public, patients, the media, and policy makers to promote greater understanding and awareness of the clinical research process. CISCRP is not involved in recruiting patients for clinical trials, nor is it involved in conducting clinical trials. Our staff and board of advisors consist of individuals with highly diverse backgrounds, including government, clinical research, healthcare, and advocacy communities. CISCRP is funded by generous donations from a wide variety of sources, including individuals, research institutions, corporations and foundations.

What is the National Clinical Trial Outreach and Awareness Initiative?

The [National Clinical Trial Outreach and Awareness Initiative](#) is part of CISCRP's larger [Medical Heroes Campaign](#), launched to rebrand how the public thinks about clinical research and those who volunteer for clinical trials. Part of this campaign is to recognize clinical trial volunteers, or "Medical Heroes", for their gift of participation through radio, TV, and print advertisements in national publications like USA Today, Wall Street Journal, and The New York Times. CISCRP will routinely and frequently implement this initiative in various publications throughout the year to drive public awareness and literacy about clinical research.

CISCRP has run Medical Hero recognition advertisements and clinical research editorial pieces in USA Today, The Wall Street Journal, and in Parade Magazine. Each year, we vary the mass media channel to ensure that we are reaching a large and diverse audience. These advertisements and editorials have been tremendously successful in publicly acknowledging all of the men and women who take part in clinical research, and we have seen significant spikes in our Search Clinical Trials service, and well as inquiries about how others can get involved in future Medical Hero recognition initiatives.

For 2017, CISCRP is excited to offer a newly expanded Clinical Trial Awareness and Outreach Initiative, for Q2, that will run in a USA Today supplement on May 12, 2017. The Q2 supplement will focus on Clinical Trials, just ahead of International Clinical Trials Day (May 20th), and CISCRP is pleased to offer sponsorship opportunities to support our full-page Thank You to Medical Heroes advertisement as well as opportunities to sponsor your organizations' own advertisement and/or editorial piece within the Clinical Trials supplement. By expanding our initiative to include both editorial content and solo advertisements, we hope to be able to offer opportunities for more organizations to get involved in this important outreach initiative.

Previous Year's Advertisements and Supplements

Below are sample advertisements that ran in 2016 and 2015. Click on each to ad to view the full supplement for each corresponding year.



Here's to all those who make medicine better.

It's time to recognize all the men and women who take part in clinical research. You not only advance knowledge about disease, you also improve medical treatments for generations to come. For more information about clinical research, please visit CISCRP.org.

A special thanks to all the medical heroes, but here from these sponsors:



We're grateful to each of the millions of medical heroes who help advance our knowledge about disease and conditions and influence how to treat them. For more information about clinical research, please visit CISCRP.org.

A special thanks to all the medical heroes from these sponsors:



Why Is It Important?

Recognizing the role that volunteers play in the research process is essential to elevating awareness about the importance of clinical trials. For the general public, clinical research is not typically dinner table conversation. It's not discussed in high school science classrooms. It's usually only discussed in a doctor's office when a patient is diagnosed with an illness. Yet arguably, clinical research touches every person's life regularly. Clinical research has long needed its own public service campaign that is recognizable, easy-to-remember, and that can engage the public in thinking differently about clinical research. Medical Heroes is exactly that and this initiative is a way to create awareness on a national level. For more information about CISCRP's Medical Heroes Campaign, please [CLICK HERE](#).

Demonstrated Success Drivers

Imparting valuable health education to millions of people throughout the US and now globally, CISCRP has built a reputation as a credible resource for information and news about clinical research, and our Medical Heroes program has become a tool to help create additional awareness about clinical trial participation. As part of the Medical Heroes program, the Clinical Trial Outreach and Awareness Initiative is an important tool for reaching the public, on a national scale, through both print and digital media.

On the next page are some measures of success that we use to support the continued growth of our Clinical Trial Outreach and Awareness Initiative:

- USA Today Outreach: Advertising in USA Today affords the opportunity to reach a large number of people throughout the US to bring awareness to the importance of clinical research and clinical trial participation. Below are details about the advertising market for each USA Today supplement:
 - Estimated readership - 750,000 readers
 - Print circulation – 250,000 copies
 - Digital circulation - 23 million readers
 - Additional outreach and dissemination from CISC RP, industry partners, and sponsoring organizations – over 1 million readers
 - Sample print circulation markets - New York, Los Angeles, Chicago, Washington DC/Baltimore
- CISC RP’s Search Clinical Trials service saw a 150% increase in queries during the release of each USA Today campaign
- Digital components of the campaigns garnered 17,500+ impressions through MediaPlanet’s The Future of Health Care webpage during the course of each campaign release
- Over 15,000+ impressions from CISC RP social media promotions of the supplement
- Over 250,000+ total impressions from social media promotions of the supplement by industry partners and sponsoring organizations
- Surge in queries about clinical trial opportunities at nation-wide research centers and trial sites

Benefits of Sponsorship

As a sponsor of this Q2 initiative, you will be able to nationally showcase your organization’s support for patient and volunteer engagement and appreciation, as well as support for CISC RP’s mission to spread awareness of the importance of clinical trial participation. The publication will hit stands on May 12, 2017 just ahead of International Clinical Trials Day (May 20th) and will allow the opportunity to generate buzz and important discussion about clinical trials and the evolution of the clinical research enterprise.

Depending on level of sponsorship (see table on page 4 for options), your organization will receive the following benefits:

- Your organization’s logo on the full page Thank You print advertisement in USA Today’s Clinical Trials supplement
- Your organization’s logo on the digital Thank You advertisements that will run on the Media Planet website
- Full or half page advertisement space for your own use
- Full or half page editorial space for your own sponsored content
- Recognition as a sponsor in a CISC RP press release
- Recognition as a sponsor in CISC RP’s email promotions for the supplement
- Recognition as a sponsor in a CISC RP newsletter article (reaches more than 25,000 people in our database)
- Recognition as a sponsor in social media campaign to support promotion of the supplement
- Listed as a sponsor on the CISC RP website, with a link back to your company’s website
- Media Toolkit that will include sample social media posts, email blasts, images, digital advertisements, and more to help you promote the initiative to your own constituents

Conclusion

CISC RP holds the potential to dramatically improve public perception of clinical research and clinical trial volunteers. As CISC RP continues its mission of thanking clinical research participants who are instrumental in the success of the research continuum, we need your help. By joining this Q2 USA Today Outreach and Awareness Initiative, your organization will contribute to increasing public understanding of clinical research and creating a community of active and informed participants in the clinical research process!

SPONSORSHIP LEVELS : National Clinical Trial Outreach and Awareness Initiative

Sponsor Benefits	Founder \$30,000+	Cornerstone \$20,000+	Sustainer \$10,000+	Benefactor \$7,500+	Patron \$5,000+	Supporter \$1,000+
Full page advertisement in printed supplement*	●					
Half-page advertisement in printed supplement*		●				
Full page sponsored editorial article in printed supplement*+	●**		●			
Half-page sponsored editorial article in printed supplement*+		●**		●		
Opportunity to provide a quote in CISC RP press release	●					
Recognition as sponsor in CISC RP social media promotions	●					
Dedicated profile in CISC RP's quarterly newsletter	●	●				
Special Thank You gift from CISC RP	●	●				
Recognition as sponsor in dedicated CISC RP email blast (25,000+ recipients)	●	●	●	●		
Recognition as sponsor in CISC RP quarterly newsletter	●	●	●	●		
Recognition as sponsor in CISC RP press release	●	●	●	●	●	
Recognition as sponsor on CISC RP website, with link to your organization's website	● Premium Placement	● Premium Placement	●	●	●	
Logo on digital CISC RP Thank You advertisement	● Premium Placement	● Premium Placement	●	●	●	●
Name added to CISC RP's Circle of Supporters page on website	● Premium Placement	● Premium Placement	●	●	●	●

* Space is limited for these opportunities, so contact CISC RP right away if you want to reserve your spot

** Optional add-on for Founder only for discounted rate of \$7500 (subject to availability)

*** Optional add-on for Cornerstone only for discounted rate of \$5000 (subject to availability)

+ Organization will work directly with Media Planet on all editorial pieces

Terms and Conditions

- CISCRP reserves the right to substitute benefits with those of equal or greater value in extenuating circumstances
- The completed Sponsor Agreement and receipt of logo are required prior to any benefit delivery

Company Information (Please type your information into the fields below)

Company Name:

Company Contact:

Address:

City: State: Zip Code:

Telephone: Email:

Sponsorship Opportunities (Please click on your choice(s) below and/or type in an additional or alternate choice below)

- | | |
|---|---|
| <input type="checkbox"/> Founder - \$30,000 | <input type="checkbox"/> Benefactor - \$7,500 |
| <input type="checkbox"/> Add-on full page editorial - \$7,500 | |
| <input type="checkbox"/> Cornerstone - \$20,000 | <input type="checkbox"/> Patron - \$5,000 |
| <input type="checkbox"/> Add-on half page editorial - \$5,000 | |
| <input type="checkbox"/> Sustainer - \$10,000 | <input type="checkbox"/> Supporter - \$1,000 |

Please type any additional or alternate sponsorship pledges here:

Commitment & Payment (After filling out your full name, the date, and your payment choice below, please save this PDF and email it to rminnick@ciscrp.org)

I agree to the terms and conditions of the program sponsorship, and in return agree to provide support at the level indicated above:

Your Name: Date:

- Payment Enclosed (Payable to CISCRP)
- This is a Pledge; Please Invoice Me

Thank You! We appreciate those who embrace our mission of engaging the public and patients as partners in the clinical research process.