

PATIENT DIVERSITY CAMPAIGN

2023

sponsorship +
media kit

PATIENT DIVERSITY CAMPAIGN

CISCRP's Patient Diversity Campaign focuses on sharing educational information about clinical research and highlighting the critical importance of patient diversity within clinical trial participation in order to discover treatments that are effective for all.

Published every year in May and October, CISCRP partners with 5 leading publishers reaching diverse, minority and under-supported communities to circulate an educational spread that includes a full-page, 4-color advertisement highlighting the importance of patient diversity in clinical studies.

Five newspapers include: Atlanta Voice, Chicago Citizen, Michigan Chronicle, Philly Tribune, La Opinion (Los Angeles). Plus, 4-value added digital newspaper websites: Chicago Defender, Atlanta Daily World, News Pittsburgh Courier, Atlanta Tribune.

Through continued initiatives like this one, our hope and goal is to rebuild trust, increase literacy, bridge communication gaps, and expand education about clinical research across all diverse populations.

PUBLISHED IN:
5 NEWSPAPERS
4 NEWS WEBSITES

TOTAL POTENTIAL READERSHIP:
3 MILLION

WEBSITE IMPRESSIONS:
1.7M

Michigan Chronicle

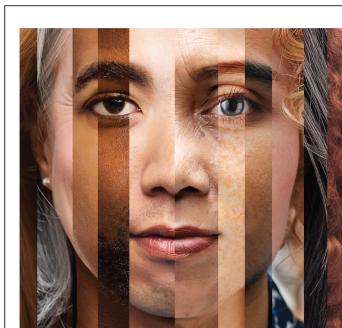
Citizen

THE ATLANTA
VOICE

 **The Philadelphia Tribune**

La Opinión
Desde 1926

PAST CAMPAIGNS



DIVERSITY IN CLINICAL TRIALS EQUALS BETTER TREATMENTS FOR EVERYONE.

People respond differently to medical treatments. That's why diverse and inclusive participation in clinical trials is needed to ensure that treatments are safe and effective for every person living with a given disease. Visit medicheroes.org to learn more.

A sincere thank you to all those sponsors to everyone who participates in clinical research.



Improving Health Outcomes through Equity and Access

Biogen is committed to ensuring that all patients have access to the medicines they need to live better lives. We believe that the most effective way to do this is by ensuring that our clinical research is diverse and inclusive. This means that we are actively seeking to recruit patients from all backgrounds, ethnicities, and socioeconomic statuses. We believe that this is the only way to ensure that our medicines are safe and effective for everyone.

Our Commitment and Specific Disease Areas

At Biogen, we are committed to ensuring that all patients have access to the medicines they need to live better lives. We believe that the most effective way to do this is by ensuring that our clinical research is diverse and inclusive. This means that we are actively seeking to recruit patients from all backgrounds, ethnicities, and socioeconomic statuses. We believe that this is the only way to ensure that our medicines are safe and effective for everyone.

Research and Collaborations

Biogen is committed to ensuring that all patients have access to the medicines they need to live better lives. We believe that the most effective way to do this is by ensuring that our clinical research is diverse and inclusive. This means that we are actively seeking to recruit patients from all backgrounds, ethnicities, and socioeconomic statuses. We believe that this is the only way to ensure that our medicines are safe and effective for everyone.

Diseases don't discriminate.

Now more than ever, diversity and inclusion are vital to clinical research. And with more volunteers, medical advancements can become even better. Visit medicheroes.org to learn more.

A sincere thank you to all those sponsors to everyone who participates in clinical research.

Community Advisory Board Helps Biogen Promote Diversity in Clinical Research

Diversity in clinical trials. It's about all of us.

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Improving Representation in Breast Cancer Clinical Trials & Developing Better Medicines for All

The devastating impact of the COVID-19 pandemic has highlighted the need for more diverse and inclusive clinical research. At Biogen, we are committed to ensuring that all patients have access to the medicines they need to live better lives. We believe that the most effective way to do this is by ensuring that our clinical research is diverse and inclusive. This means that we are actively seeking to recruit patients from all backgrounds, ethnicities, and socioeconomic statuses. We believe that this is the only way to ensure that our medicines are safe and effective for everyone.

Diseases don't discriminate.

Now more than ever, diversity and inclusion in clinical research has never been more important. And with more volunteers, medical advancements can become even better. Visit medicheroes.org to learn more.

A sincere thank you to all those sponsors to everyone who participates in clinical research.

Clinical trial diversity is key to increasing access to routine care and innovative treatment options

By Luther Cole, MD
Biogen Chief Patient Officer, Merck

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SPONSORSHIP PACKAGES

NOTE: Package prices include insertion in both May + October 2023 Campaigns



PACKAGE A

LOGO PLACEMENT ON
PATIENT DIVERSITY AD +
BANNER ADS

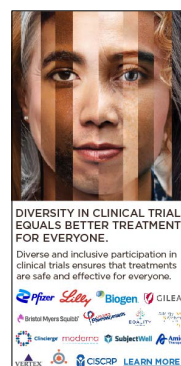
\$12,750

LOGO
PLACEMENT

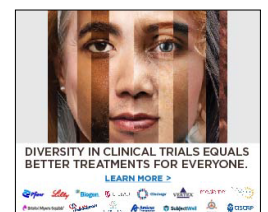
DELIVERABLES

- Logo placement on full page ad for May + October 2023 and placement on digital banner ads
- Published for 30-days; archived in library of searchable content
- Recognition as a sponsor on CISCPR's website, social media, email campaigns, and in all materials referencing the campaign
- Digital copy of full page ad and article

Digital Banner Ads | Not to scale



300 x 600



300 x 250



728 x 90

SPONSORSHIP PACKAGES

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Diseases don't discriminate.

Clinical trial diversity is key to increasing access to routine care and innovative treatment options

PACKAGE B

FULL PAGE ARTICLE

\$48,450

Diversity and inclusion in clinical research has never been more important. And with more volunteers, medical advancements can become even better. Visit [medicaheroes.org](https://www.medicaheroes.org) to learn more.

A sincere thank you to all who participate in clinical research from the following organizations:

DELIVERABLES

- Insertion in both campaigns: May + October 2023
- Full page article: 800-1,200 words
- Logo placement on Patient Diversity full-page, 4-color advertisement, plus placement on digital banner ads
- Published for 30-days; archived in library of searchable content
- Editorial content may include up to 2 images to complement content
- Marked as “sponsored content” with sponsor’s logo
- Recognition as a sponsor on CISCPR’s website, social media, email campaigns, and in all materials referencing the campaign
- Digital copy of full page ad and article

CONCLUSION

2023 SPONSORSHIP COMMITMENT DEADLINE:

MAY 2023 CAMPAIGN
APRIL 19TH

OCTOBER 2023 CAMPAIGN
OCT 6TH

This International Education and Media Awareness Campaign is a valuable and meaningful campaign that highlights the importance of diversity in clinical studies to build trust and awareness across all populations. By participating, your organization is taking a leadership role in helping to improve diverse participation in clinical studies to create effective medicine for everyone. Your participation and sponsorship also demonstrates your appreciation for study volunteers and the many professionals who help bring new therapies to patients who need them.

The above 2023 Sponsorship Package prices are being offered to your organization to participate in two Patient Diversity Campaigns at a combined package price and discounted rate. Packages also include digital optimization for additional exposure to your organization's individual articles, advertisements, and/or company branding.

If you would like information about participating in a single campaign, please contact info@ciscrp.org for pricing.

CONTACT INFO

[INFO@CISCRP.ORG](mailto:info@ciscrp.org)

TECHNICAL SPECS

ARTICLE SPECIFICATIONS

WORD COUNT:

FULL PAGE: 800-1,200 words

SUPPORTING IMAGES:

2 image limit

SUPPORTING IMAGE RESOLUTION:

300 DPI

SPONSOR LOGO SPECIFICATIONS

FILE FORMAT:

.eps or .ai

COLOR PROFILE:

CYMK, RGB, and spot are all accepted

SPONSORSHIP FORM

Choose a package

One issue commitment: May 2023

- | | |
|--|---|
| <input type="checkbox"/> FULL PAGE ARTICLE +
LOGO PLACEMENT | <input type="checkbox"/> LOGO PLACEMENT ONLY |
| \$28,500 | \$7,500 |

Two issue commitment: May + October 2023 | **15% OFF**

- | | |
|--|---|
| <input type="checkbox"/> FULL PAGE ARTICLE +
LOGO PLACEMENT | <input type="checkbox"/> LOGO PLACEMENT ONLY |
| \$48,450 | \$12,750 |

Payment

NOTE: net 30-days upon receipt of invoice

- Payment Enclosed (Check made payable to CISCRP)
- PO# Required; Please Send Invoice
- This is a Donation Pledge; Please Send Invoice

Client, by signing this Sponsorship Insertion Order, agrees to the terms and placement of the sponsored content and/or the advertising in the media identified to support the Patient Diversity Campaign.

Approved By:

Print Name _____

Signature _____

Title _____

Date _____