

PATIENT DIVERSITY CAMPAIGN

October 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

[illegible]



Diseases don't discriminate.




Community Advisory Board Helps Biogen Promote Diversity in Clinical Research



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







Network Plan uses diversity and inclusion on path to clinical research. And with more scientific medical advancements can become even better. Visit medicaladvancements.com to learn more.



Diseases don't discriminate.

Diversity and inclusion in clinical research helps ensure more meaningful, and with more substantial, medical advancements can become a reality faster. Visit medicotharses.org to learn more.

Research that you or your organization always wanted from the following organizations:









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

By David W. Hooley, MD, PhD, Director, Clinical Research, Merck

The time has come when we must take a hard look at our clinical research practices. The current state of affairs is not sustainable. We must change the way we do things if we want to ensure that the most vulnerable populations are not left behind. We must ensure that the most vulnerable populations are not left behind. We must ensure that the most vulnerable populations are not left behind.

At Merck, we are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve. We are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve. We are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve.



Ensuring Inclusive Research

Ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve is a top priority at Merck. We are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve. We are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve.

Ensuring Inclusive Research

Ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve is a top priority at Merck. We are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve. We are committed to ensuring that our clinical research practices are inclusive and representative of the diverse populations that we serve.

SPONSORSHIP DETAILS



LOGO PLACEMENT ON PATIENT DIVERSITY AD + BANNER ADS

\$7,500

LOGO PLACEMENT

DELIVERABLES

- Logo placement on full page October 2023 ad and placement on digital banner ads
- Published for 30-days; archived in library of searchable content
- Recognition as a sponsor on CISC RP'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

CONCLUSION

This 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.

SPONSORSHIP COMMITMENT DEADLINE
OCT 6TH

CONTACT INFO

CSCRIPPS@CISCRP.ORG

VISIT OUR WEBSITE

CISCRP.ORG/SERVICES/PATIENT-DIVERSITY-CAMPAIGN

SPONSORSHIP FORM

Package

October 2023 Campaign Commitment

☐ **LOGO PLACEMENT**
\$7,500

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 _____