

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

f The Philadelphia Tribune

La Opinión
Desde 1926

PAST CAMPAIGNS

Why DIVERSITY in Clinical Trials Matters

DIVERSITY IN CLINICAL TRIALS EQUALS BETTER TREATMENTS FOR EVERYONE.

People respond differently to medication. That's why diverse and inclusive participation in clinical trials is needed to ensure that treatments can work as well for them as they do for a given person. www.cisr.org

Partners: Amgen, AstraZeneca, Bristol-Myers Squibb, Celgene, Merck, Novartis, Pfizer, Sanofi, Takeda, Vertex, and others.

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

Partners: Biogen, Bristol-Myers Squibb, Celgene, Merck, Novartis, Pfizer, Sanofi, Takeda, Vertex, and others.

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

Diseases don't discriminate.

Diversity and inclusion in clinical research has never been more important. And with more solutions, medical advancements can become even better. Visit med4all.org to learn more.

Partners: Amgen, AstraZeneca, Bristol-Myers Squibb, Celgene, Merck, Novartis, Pfizer, Sanofi, Takeda, Vertex, and others.

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 _____