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.


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
PAST CAMPAIGNS
SPONSORSHIP DETAILS

LOGO PLACEMENT ON PATIENT DIVERSITY AD + BANNER ADS

$7,500

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 CISCRP’s website, social media, email campaigns, and in all materials referencing the campaign
• Digital copy of full page ad and article
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 CISC RP)
☐ 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 ________________