



# MEDIA KIT

# 2023



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# ABOUT ProMED

The International Society for Infectious Diseases's Program for Monitoring Emerging Diseases, more commonly known as ProMED, has been the world's leading event-based surveillance system since 1994, credited with being the first to alert the world to the emergence of, among others, SARS, Chikungunya, MERS, and COVID-19.

ProMED is unique in having a team of over 50 MD, DVM, and PhD-level experts around the globe who are continuously looking for signals of the next outbreak. These experts write posts for the ProMED website, sharing their expertise in the form of a "Moderator comment." ProMED now has 28 years of human-curated data that informs our ongoing surveillance efforts.

- 1994 ● ProMED Founded
- 1996 ● ProMED-mail website founded after Kikwit Ebola outbreak
- 2003 ● 1st report of severe pneumonia in China, HK (SARS)
- 2005 ● 1st report of fever, arthralgia, and rash in South Indian Ocean (Chikungunya)
- 2012 ● 1st report of pneumonia - coronavirus in Saudi Arabia (MERS)
- 2014 ● Early warning of undiagnosed fever in Guinea (Ebola)
- 2015 ● Early warning of Zika spread to the Americas
- 2019 ● 1st report of cluster of undiagnosed pneumonia in Wuhan, China (COVID-19)

ProMED has over 20,000 unique email subscribers in over 175 countries and is used daily by academics and public health officials, as well as major industries including gas and oil, pharmaceutical, travel, domestic animal breeding, and engineering/construction.

Published Date: 2019-12-30 18:59:00 EST

Subject: PRO/AH/EDR> Undiagnosed pneumonia - China (HU): RFI

Archive Number: 20191230.6864153

UNDIAGNOSED PNEUMONIA - CHINA (HUBEI): REQUEST FOR INFORMATION

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A ProMED-mail post

<http://www.promedmail.org>

ProMED-mail is a program of the  
International Society for Infectious Diseases

<http://www.isid.org>

*ProMED's post on December 30th, 2019 requesting information  
on what would come to be known as COVID-19.*

## PROMED TEAM 2022 STATS:



### Map of ProMED Team Members' Locations

**10** ProMED  
Networks

**6,637** Posts

ProMED consists of 10 different networks that are either language, geography, or topic-based. Moderators with regional and/or subject matter expertise create a post that includes expert commentary in conjunction with a primary news/data source for the relevant networks. Posts are edited by our professional Copy Editor staff, then reviewed by a senior editorial staff member who provides a final review and quality check before publication. This vetting of outbreak signals by multiple humans avoids many of the mistakes and reporting errors that slip through AI-only systems. Last year the ProMED Moderators wrote over 6,500 posts across the 10 different networks, all of which are freely available on the ProMED website and by signing up to receive ProMED posts by email.

ProMED's Moderator commentaries are our most valuable product, adding context that only human experts familiar with the diseases, geography, and local culture can provide. This brings value not only to government, medical, veterinary, and public health spheres, but also to a host of industries that need to understand risk to their workers, customers, and operations. Whether it is the travel industry needing to predict cruise and flight disruption, or the oil and gas industry deciding whether to make investments in remote parts of the world, ProMED provides critical expertise and insights into what is happening on the ground all over the globe, and includes the ability to crowdsource additional information in real-time from its global user base.

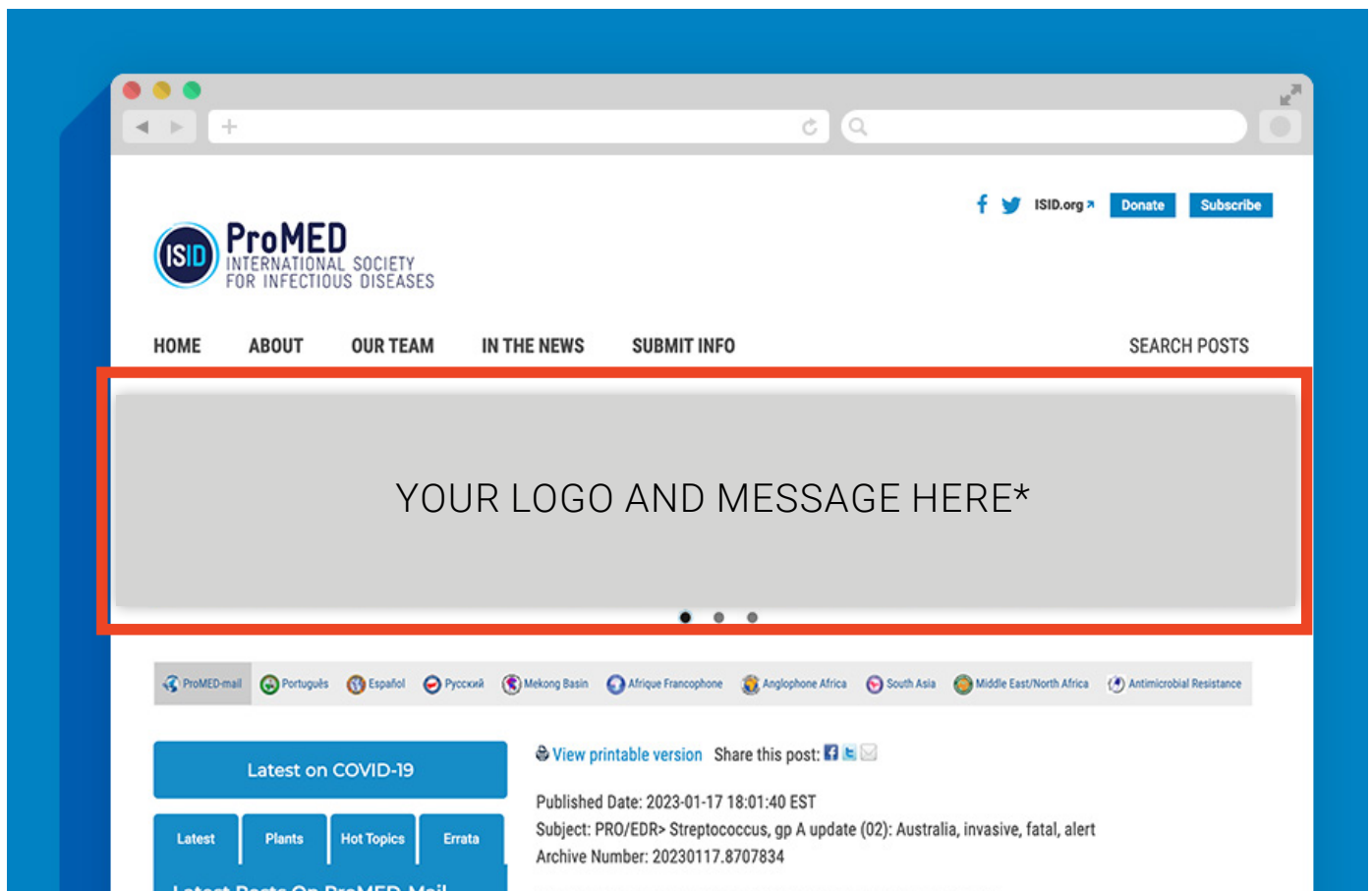


The International Society for Infectious Diseases (ISID) is excited to offer the opportunity to publicly support ProMED for the first time.

Below you will find **four** different opportunities to support ProMED and to promote your brand to our audience, thus ensuring ProMED has the financial resources needed to innovate and continue its work for decades to come.

## 1) PROMED WEBSITE **BANNER AD**

Does your organization have a passion project, achievement, or relevant product you'd like to share with the 13,000 unique users who visit the ProMED website monthly? ProMED's website, with its prominent banner ad, is the perfect place to spread awareness of your brand to a highly educated, medically oriented, international audience.



*\*With ISID approval*

<https://promedmail.org/>

## MONTHLY AVERAGE **WEBSITE STATS:**

ProMED has a core, highly engaged user base.

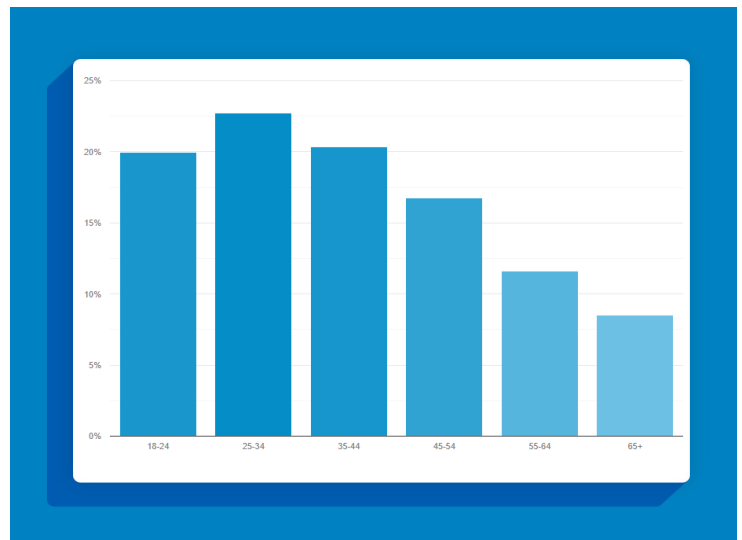
**13,857**  
USERS

**2:26**  
TIME ON PAGE

**39,782**  
PAGEVIEWS



USERS BY COUNTRY



USERS BY AGE GROUP

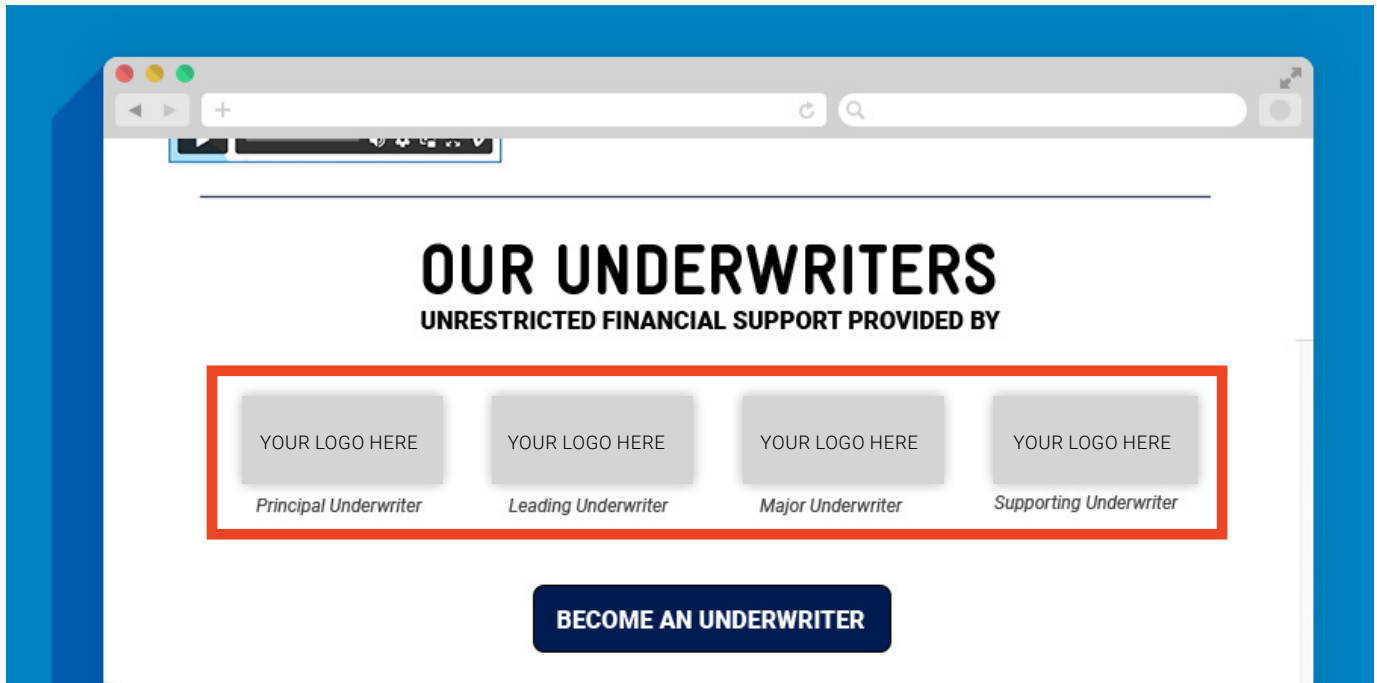
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## **PRICING** (5 OPPORTUNITIES):

Frequency	Cost	Price per Average Monthly Active Users
Weekly	\$350	10 cents
Monthly	\$1,120	8 cents

*ProMED reserves the right to decline any advertising not in keeping with our core values and mission of promoting public health and health equity on a global scale.*

## 2) BECOME AN **UNDERWRITER** FOR PROMED



In addition to having your logo featured at the bottom of the ProMED website, this opportunity also comes with:

- A banner ad, highlighting the new underwriter.
- An announcement in the monthly ISID newsletter highlighting new underwriters, reaching 70,000 subscribers.
- A custom advertising package that, depending on your sponsorship tier, may include ISID and ProMED website ads, advertising opportunities at ISID's Congress in Cape Town in 2024, complementary registrations for some members of your organization at ISID's Congress, and advertising on ISID's Knowledge Exchange website.

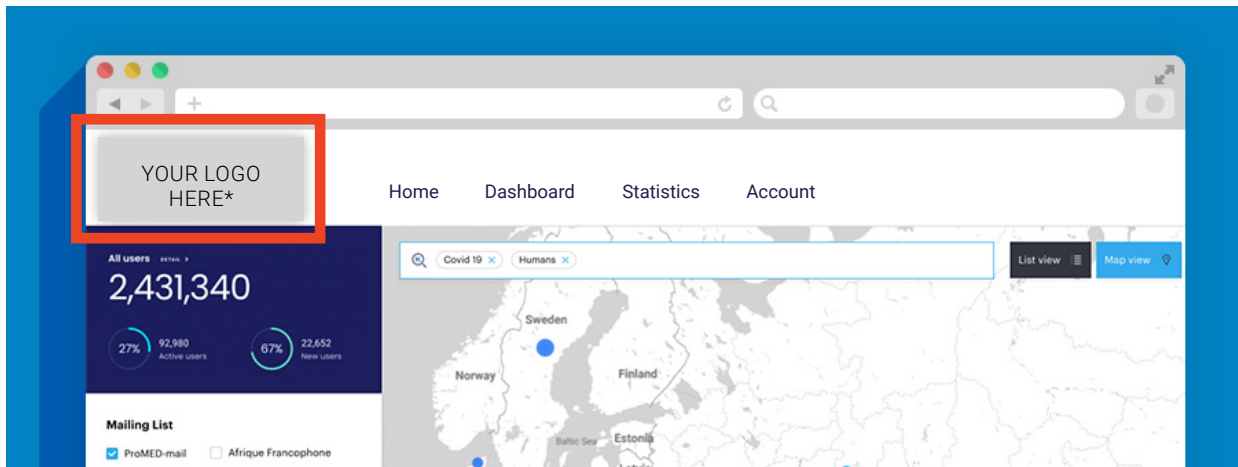
### PRICING:

Tier	Principal (2 opportunities)	Leading (3 opportunities)	Major (5 opportunities)	Supporting (6 opportunities)
Annual Cost	\$750,000	\$500,000	\$250,000	\$100,000
Number of Months a Banner Ad Will Highlight Your Organization as a New ProMED Underwriter	6	4	3	1

### 3) FOUNDING PARTNER OF **PROMED 2.0**

ISID was [recently awarded](#) an Amazon Web Services (AWS) IMAGINE Grant for its strategic plan for ProMED - what we're calling "ProMED 2.0." We have many exciting improvements in store and we invite you to be part of it by becoming a founding partner of ProMED 2.0.

ProMED 2.0 will feature a new Surveillance Hub that will require users to login to a personalized dashboard. As a founding partner, your logo will be featured prominently on the new ProMED Surveillance Hub. Additionally, all emails sent to ProMED subscribers from the new Surveillance Hub will include language thanking our founding partners by name, as will all ProMED promotional materials and presentations.



*\*For illustrative purposes only - not an actual product. Final dashboard layout and logo placement to be determined.*

## PRICING:

Tier	One-time Cost	Number of Months Your Logo Will Be Featured on Surveillance Hub	Number of Months Your Organization Will Be Listed in Emails Sent to ProMED Subscribers	Acknowledged in ProMED Promotional Materials and Presentations as Mutually Agreed Upon
<b>Platinum</b> (3 opportunities)	\$1,000,000	24 months	24 months	24 months
<b>Gold</b> (4 opportunities)	\$750,000	18 months	18 months	18 months
<b>Silver</b> (5 opportunities)	\$500,000	12 months	12 months	12 months
<b>Bronze</b> (6 opportunities)	\$250,000	6 months	6 months	6 months

## 4) SPONSOR A REGIONAL NETWORK

ProMED has eight regional networks and one specialty network. Your organization can now sponsor any of these networks and have all posts and emails to ProMED subscribers of that regional list include language thanking the sponsor of that network.



### ProMED-PORT est. 1997

Portuguese-language posts focusing on Latin America



### ProMED-MBDS est. 2007

English-language posts focusing on the Mekong basin region of Southeast Asia



### ProMED-SoAs est. 2014

English-language posts focusing on South Asia



### ProMED-ESP est. 2001

Spanish-language posts focusing on Latin America



### ProMED-FRA est. 2008

French-language posts focusing on Francophone Africa



### ProMED-MENA est. 2014

English-language posts focusing on the Middle East/North Africa with English/Arabic subject line



### ProMED-RUS est. 2006

Russian-language posts focusing on the Newly Independent States of the former Soviet Union



### ProMED-EAFR est. 2008

English-language posts focusing on Anglophone Africa



### ProMED-AMR est. 2020

English-language posts focusing on world-wide Antimicrobial Resistance events of significance

## PRICING:

Number of Networks	Annual Cost
1 Network	\$100,000
2 Networks	\$180,000

ProMED wants your support. If any of these opportunities are of interest, we would welcome a conversation with you. Please reach out to **Julia Maxwell, Director of Disease Surveillance**, at [jmaxwell@isid.org](mailto:jmaxwell@isid.org) to start the conversation.

To make a tax deductible contribution to support ProMED, please visit [our donation website](#).