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 35 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 29 years of human-curated data that informs our ongoing surveillance efforts.

ProMED has over 29,000 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.

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

**UNDIA DIAGNOSED PNEUMONIA - CHINA (HUBEI): REQUEST FOR INFORMATION**

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 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. The ProMED Moderators have written over 6,500 posts across the 10 different networks, with posts being available on the ProMED website from within the last 30 days 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 crowdsourc 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**

**PRICING** (5 OPPORTUNITIES):

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
<th>Price per Average Monthly Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$350</td>
<td>10 cents</td>
</tr>
<tr>
<td>Monthly</td>
<td>$1,120</td>
<td>8 cents</td>
</tr>
</tbody>
</table>

*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.*
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:

<table>
<thead>
<tr>
<th>Tier</th>
<th>Principal (2 opportunities)</th>
<th>Leading (3 opportunities)</th>
<th>Major (5 opportunities)</th>
<th>Supporting (6 opportunities)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Cost</td>
<td>$750,000</td>
<td>$500,000</td>
<td>$250,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Number of Months a Banner Ad Will Highlight Your Organization as a New ProMED Underwriter</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Tier</th>
<th>One-time Cost</th>
<th>Number of Months Your Logo Will Be Featured on Surveillance Hub</th>
<th>Number of Months Your Organization Will Be Listed in Emails Sent to ProMED Subscribers</th>
<th>Acknowledged in ProMED Promotional Materials and Presentations as Mutually Agreed Upon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td>$1,000,000</td>
<td>24 months</td>
<td>24 months</td>
<td>24 months</td>
</tr>
<tr>
<td>(3 opportunities)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$750,000</td>
<td>18 months</td>
<td>18 months</td>
<td>18 months</td>
</tr>
<tr>
<td>(4 opportunities)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$500,000</td>
<td>12 months</td>
<td>12 months</td>
<td>12 months</td>
</tr>
<tr>
<td>(5 opportunities)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>$250,000</td>
<td>6 months</td>
<td>6 months</td>
<td>6 months</td>
</tr>
<tr>
<td>(6 opportunities)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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-ESP
**est. 2001**
Spanish-language posts focusing on Latin America

### ProMED-RUS
**est. 2006**
Russian-language posts focusing on the Newly Independent States of the former Soviet Union

### ProMED-AMR
**est. 2020**
English-language posts focusing on world-wide Antimicrobial Resistance events of significance

### 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-FRA
**est. 2008**
French-language posts focusing on Francophone Africa

### ProMED-SoAs
**est. 2014**
English-language posts focusing on South Asia

### ProMED-MENA
**est. 2014**
English-language posts focusing on the Middle East/North Africa with English/Arabic subject line

### 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:

<table>
<thead>
<tr>
<th>Number of Networks</th>
<th>Annual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Network</td>
<td>$100,000</td>
</tr>
<tr>
<td>2 Networks</td>
<td>$180,000</td>
</tr>
</tbody>
</table>

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 to start the conversation.

To make a tax deductible contribution to support ProMED, please visit our donation website.