

The Canadian Society of Medical Evaluators

EXTERNAL ADVERTISING CAMPAIGN

The Canadian Society of Medical Evaluators recently launched an advertising strategy that comprises sponsorship and full-page advertisements in industry magazines. Participation is available to any individual or corporation interested in enhancing their marketing program through partnership with CSME.

Full page ads will run two to four times a year and will be designed to promote the association and its education events or changes in legislation. In a special section devoted to members, individuals and associate members will have the opportunity to be featured in the ad for a reduced fee. The number of participants may vary with each ad, to a maximum of 10 per ad in each category.

Benefits of group advertising:

- affiliation with the premier organization representing independent medical evaluators
- greater visibility through CSME marketing efforts
- linkage with preeminent physicians, organizations and services

Rates (excluding applicable taxes) per ad placement:

Active and Associate Members	\$400
Affiliated Organizations	\$600

Advertising Opportunities would include but not limited to:

Ontario Insurance Adjusters Association journal "*Without Prejudice*", circulation 2,200

Ontario Society of Occupational Therapists newsletter "*The Link*", circulation 1,900

Canadian Physiotherapy Association newsletter "*Contact*", circulation 9,000 or "*Physiotherapy Canada*" (scientific journal) circulation 10,000

SAMPLE AD

CSME logo

The Canadian Society of Medical Evaluators

would like to thank its members and affiliated organizations for their participation in the Association's on-going commitment to provide high quality education programs and in the development of standards of practice....

In April 2002 a very successful conference entitled *Early Warning Signs of Chronicity and Critical Decision-making in the First Six Weeks* was conducted in Toronto. Education events for the Fall include(d) a conference on *Trauma, Sickness, and Injury: The impact of emotional illness and psyciatric disability* followed by in November.

For information about our programs, sponsorship and advertising opportunities please visit our website at www.csme.org. If you are interested in becoming a member or associate member, contact the office at info@csme.org or phone 416 487-4040 or 1 888 672-999.

We would like to recognize the following for their sponsorship and support:

MEMBERS

Dr. Ron Smith, Orthopedic Surgery

Dr. Hank Snow, Occupational Medicine

Dr. Shawna McDonald, Neurology

Dr. Allan Gillman, Psychiatry

ASSOCIATE MEMBERS

National Claim Services

Global Resolutions Inc.

Lloyd's

AFFILIATED ORGANIZATIONS

RBC Insurance
Canada

CHUBB Insurance

Crawford Adjustors

The objective of the Canadian Society of Medical Evaluators is to define, enhance and maintain the qualifications of expert medical disability evaluators and to ensure the continuing availability of medical doctors prepared to provide evidence-based, expert, impartial opinions and informed recommendations towards the optimal management of disability.