

# 2026

## Corporate Partnership Guide

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Build brand recognition | Expand your reach | Make an impression

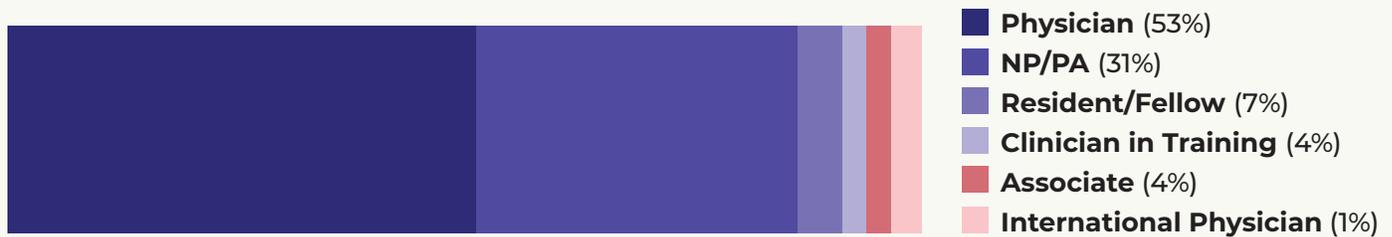


# Our Members & Mission

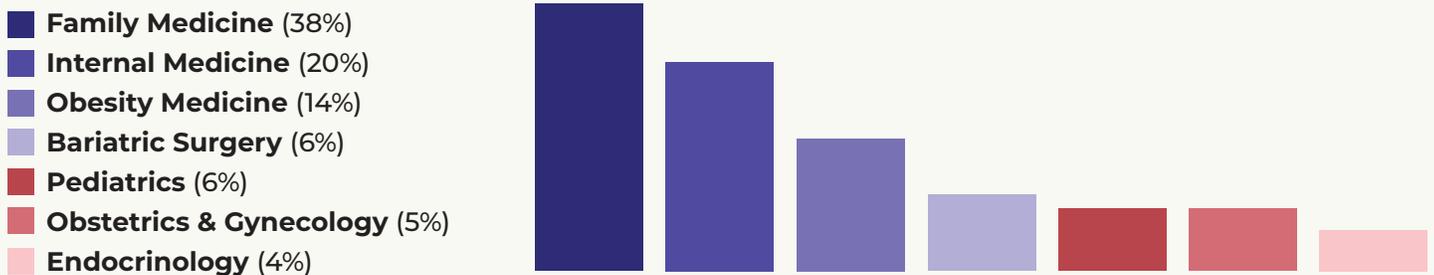
## Preventing, Treating, and Reversing the Disease of Obesity

We strive to provide the best resources for members to help advance the practice of obesity medicine, deliver evidence-based treatments, and improve the lives of patients affected by obesity. We offer unique, accredited educational opportunities promoting a comprehensive approach to obesity treatment, and we support advocacy efforts to drive the specialty forward. OMA members are physicians, nurse practitioners, physician assistants, and allied healthcare professionals dedicated to providing comprehensive, clinical care for obesity.

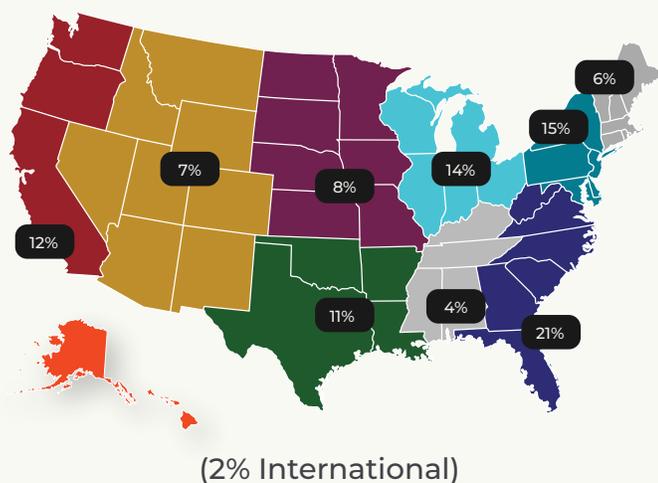
### Breakdown of Membership



### Top Member Specialties



### Where do Members Practice?



OMA has **more than 5,500 members** who provide clinical and evidence-based obesity treatment.

**56%** of OMA's active Physician Members are **certified by the American Board of Obesity Medicine.**

**32%** of OMA's active NP/PA Members have **achieved the Certificate of Advanced Education.**

# Advertising

## Email Advertising

### Monthly Newsletter

#### Member

With an over 46% average open rate and around 11% click-through rate, your member newsletter ads will reach a captive, targeted audience of over 5,100 highly engaged OMA members. The Obesity Medicine newsletter is sent the first Tuesday of every month and features top industry news, member spotlights, events, research, and other helpful resources.

- Top Banner Ad | **\$1,000**
- Middle Banner Ad | **\$800**
- Bottom Banner Ad | **\$600**
- Text Ad | **\$1,500**

#### Non-Member

Target OMA customers and those in the obesity medicine space with access to over 38,000 individuals. The newsletter is sent the first Tuesday of every month. Recent stats show over 42% average open rate and around 5% click through rate.

- Middle Banner Ad | **\$700**
- Bottom Banner Ad | **\$500**
- Text Ad | **\$1,300**

### Other Email Opportunities

#### Conference & Events

This weekly email blast focuses on current and upcoming OMA events, including the Obesity Medicine Annual Conference, Fundamentals of Obesity Treatment virtual courses, webinars, and the Obesity Summit conference. Reach thousands of obesity medicine clinicians and researchers through this event-specific e-blast. Ad space is booked per month - place your ad once for inclusion in 4, once-weekly emails. Recent stats show over 43% average open rate and around 2.9% click-through rate with access to over 43,000 individual subscribers.

- Middle Banner Ad | **\$2,400**
- Bottom Banner Ad | **\$1,800**
- Text Ad | **\$4,000**

#### Obesity Pillars®

Readers don't want to miss updated content from **Obesity Pillars®**, the medical journal of the Obesity Medicine Association. This monthly publication is sent on the second Tuesday of every month and highlights a recently published article from **Obesity Pillars®**. Your ad will be placed below the featured article. Recent stats show over 46% average open rate and around 2.5% click-through rate with access to over 43,000 individual subscribers.

- Bottom Banner Ad | **\$1,000**

#### Sponsored Email

Deliver your one-time email message into the inboxes of clinicians focused on the treatment of obesity. Send your HTML email file and OMA will send to the database on your behalf. Select dates available.

OMA Members Only (5000+) | **\$3,000**   Non-Members Only (38,000+) | **\$4,000**   Full Email List (43,000+) | **\$5,000**

# Advertising

## Website & Social Media Advertising

### Vendor Directory Listing

The OMA Vendor Directory serves as an industry buyer's guide for obesity medicine clinicians and other physicians and healthcare providers seeking solutions for their practice. The OMA Vendor Directory is promoted every month in the newsletters to over 28,000 subscribers.

- 12-Month Listing | **\$1,200**



### Job Board Listing

Find qualified obesity medicine clinicians for your medical practice or health system by posting your open positions on the OMA Job Board.

- 30-Day Listing | **\$500**
- 60-Day Listing | **\$800**

### Sponsored Blog Content

Contribute a sponsored post on the OMA blog. Submit your article (up to 1000-word count, may include a short video and image) to generate awareness of your organization, product or service.

- Sponsored Blog | **\$1,500**



### Website Banner Ad

Place your banner ad on three high-traffic pages on the OMA website (choose from a list of 12 possible pages). Your ad will be placed for 90 days per booking.

- 3-Month Listing | **\$2,500**

### Social Post

Choose your preferred social media channel (X/Twitter, LinkedIn, Facebook or Instagram) on which to place your sponsored post. Audience counts and engagement vary per platform.

- One social post | **\$750**

### Additional Advertising Opportunities

New for 2026 - work with Association Revenue Partners (ARP) to place a pop-up banner ad on the OMA website or explore retargetting opportunities. Scan the QR code to reach out to ARP and learn more.



# Advertising

## Education Opportunities

### Podcasts

#### “Industry Insights” Sponsored Podcast Episode

Collaborate with the Obesity Medicine Association (OMA) to produce a podcast episode featuring a guest speaker and topic of your choice. Council members are responsible for identifying the guest speaker and proposing the topic concept. All topic ideas are subject to OMA editorial review and approval to ensure alignment with OMA’s educational and content standards. Podcast will be video and audio recorded, then published to YouTube, Spotify and Apple Podcasts.

- “Industry Insights” Podcast Episode | **\$2,000 per episode**

#### Podcast Ad

Your quarterly ad will run exclusively on each podcast episode (a minimum of 3 episodes per quarter) and includes the following: your 20 second commercial at the beginning of each podcast, company mention at the beginning of each podcast, and a link in the podcast episode notes on all podcast platforms.

- Quarterly Ad Spot Sponsorship | **\$5,000 per quarter**

### Who Listens to Our Podcast?

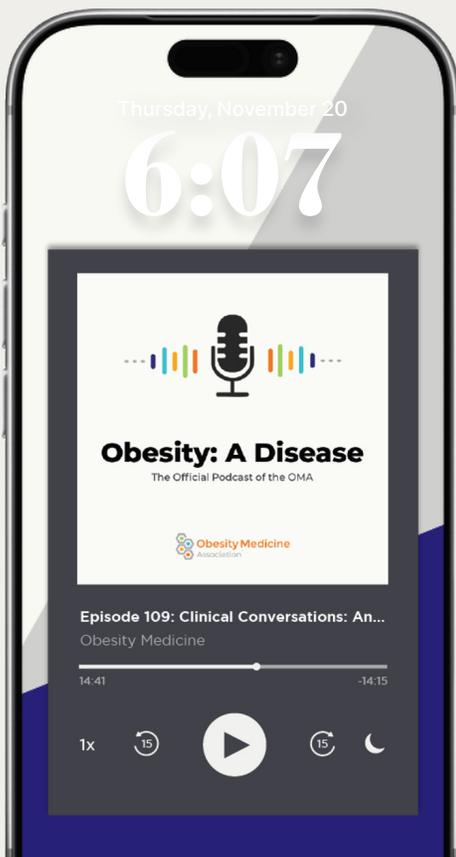
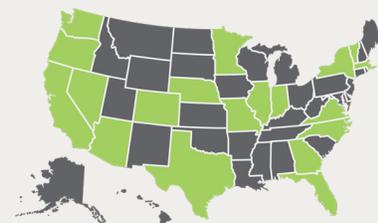


On average, we have **4,870 monthly listeners** with a peak of **8,703 listeners** in a year.



We have listeners across the world in **4 different continents and 25 unique countries.**

We also have a strong national presence, with **20 states** averaging at least **50 listeners a month.**



# Advertising

## Education Opportunities

### Webinars

Actively engage with OMA members and customers through live webinars. Sponsor an OMA-hosted webinar or provide your own content and speaker: webinars are recorded and hosted on-demand after the live event through the OMA Academy. Webinars are promoted through monthly newsletter listings and Conference & Events email blasts, on OMA social media channels, and on the OMA website. Receive the following data after the live webinar: total number of attendees registered, total number of attendees who attended live, link to the live webinar, list of email addresses of attendees who opted in to receive communications, and survey results.



#### OMA-Produced Sponsored Webinar

Let OMA do the heavy lifting of selecting the topic and speaker while your company is presented at the beginning and end of the webinar.

- OMA-Produced Webinar | **\$1,000**

#### Non-CME Sponsored Webinar

Provide the content and speaker for your non-CME webinar. Your company logo will be featured throughout the webinar.

- Non-CME Webinar | **\$2,000**



# Events

## 2026 Events

### Fundamentals of Obesity Treatment Live, Virtual Course

Hosted three times a year, this 1.5-day interactive virtual course offers introductory education about the evidence-based approaches for evaluating, diagnosing and treating obesity in a clinical setting. This is a great way to reach approximately 150 virtual attendees (per course) new to the obesity medicine space. Reach to inquire about customized sponsorship opportunities.

- **February 20-21, 2026**
- **July 10-11, 2026**
- **November 13-14, 2026**

### Obesity Medicine 2026 | San Diego, CA | April 10-12

OMA's Annual Conference will draw approximately 1,500 healthcare professionals who are dedicated to treating obesity at its root, managing patients' obesity-related conditions, and improving overall health and quality of life. This event offers a valuable opportunity to showcase and sell your brand directly to a highly engaged audience of healthcare providers committed to advancing obesity medicine.



### OMASummit26 | Chesapeake Bay, MD | September 24-26

Showcase your expertise at the 2026 Obesity Summit, an intimate event designed to foster meaningful connections with healthcare professionals. This exclusive opportunity allows sponsors to engage directly with attendees, leaving a lasting impression in a specialized and impactful setting.



## Who Exhibits?

Companies with each of these products or services exhibit with us and increase their visibility among obesity medicine clinicians:

- Body Composition Analyzers and Scales
- Genetic Testing
- Telehealth and Telemedicine
- Business Consulting
- Dispensing Services
- Diagnostic Testing
- Metabolic Testing Systems
- Nutritional Products
- Office Equipment
- Wearable Health Technology
- Exercise Solutions and Programs
- Patient Data Tracking Software
- Patient Financing
- Patient Support Centers
- Pharmaceuticals
- Supplements and Vitamins
- Turnkey Business Programs
- Website Design Services

# Have Questions?

For more information, please contact:

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