

Corporate and sponsorship opportunities with the RCOG

Find out how you can partner with us



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Who we are

Founded in 1929, the Royal College of Obstetricians and Gynaecologists (RCOG) works to improve women's healthcare across the world.

The RCOG encourages the study and advancement of the science and practice of O&G. Our aim is to set standards to improve women's health and the clinical practice of O&G across the world.

We have over 16,000 members worldwide and work with a range of partners both in the UK and globally to improve the standard of care delivered to women and girls. The RCOG is a truly international organisation with approximately half of our members based outside the UK in over 100 countries.

We have the authority and reputation to influence and improve women's health policy across the globe.





Why partner with the RCOG?

Focus your audience

The RCOG provides corporate partners with a focused and influential audience in obstetrics and gynaecology.

Engage with clinicians

Partnering with the RCOG is a guaranteed platform to engage with clinicians at the heart of women's health.

Improve women's global health

As a partnering organisation of the RCOG, you will support the development and improvement of women's health in the UK and internationally.

Provide an educational resource on the RCOG Learning platform

£7,000 + VAT for 12 months

- Your organisation can provide an educational resource such as a video, webinar or symposium for the RCOG's eLearning platform
- Your pre-recorded educational resource will be available on RCOG Learning to members and non-members for 12 months
- As part of your package, your eLearning resource will be advertised in an issue of our member email, which is sent out to 16,000+ Fellows and Members globally



There are over 22,000 unique users registered on the RCOG Learning platform





Website advertising

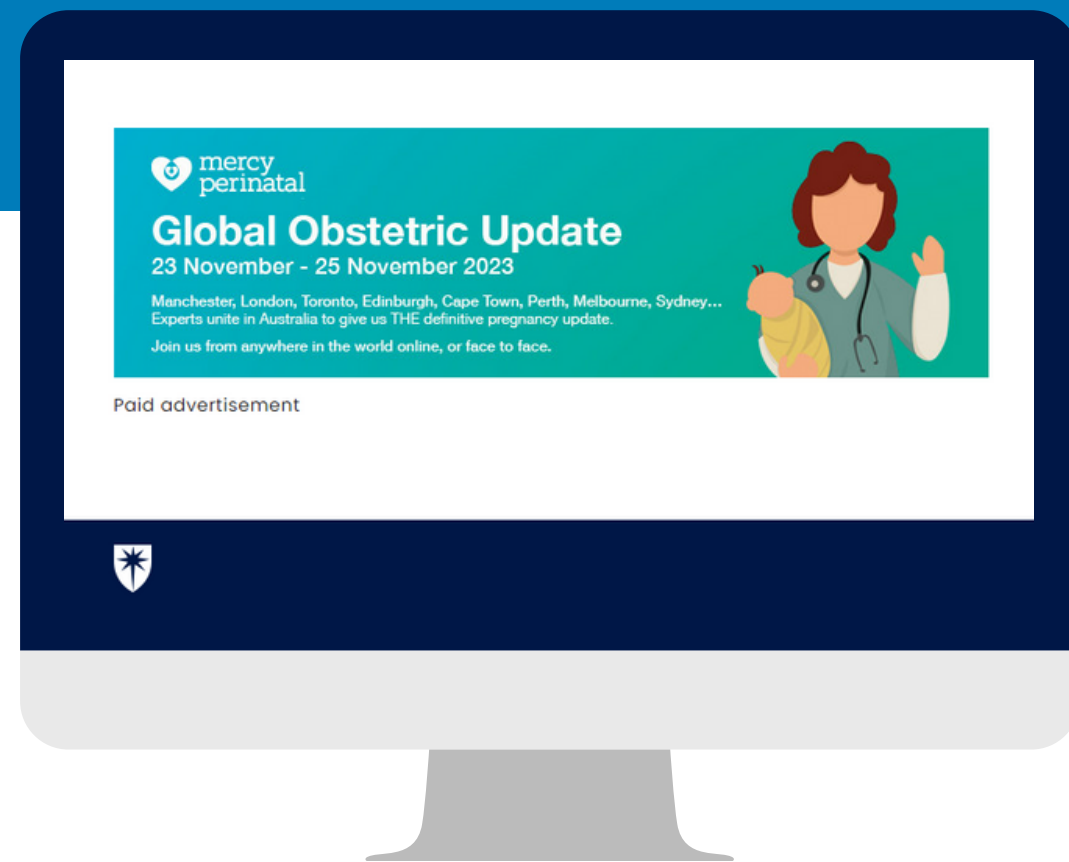
From £2,000 + VAT per month

- RCOG website advertising can provide your organisation digital engagement with a focused audience.
- With website users from 220+ countries, you can be confident that your advert will reach the global O&G community.
- Rates are dependent upon advert size, chosen pages and campaign length.

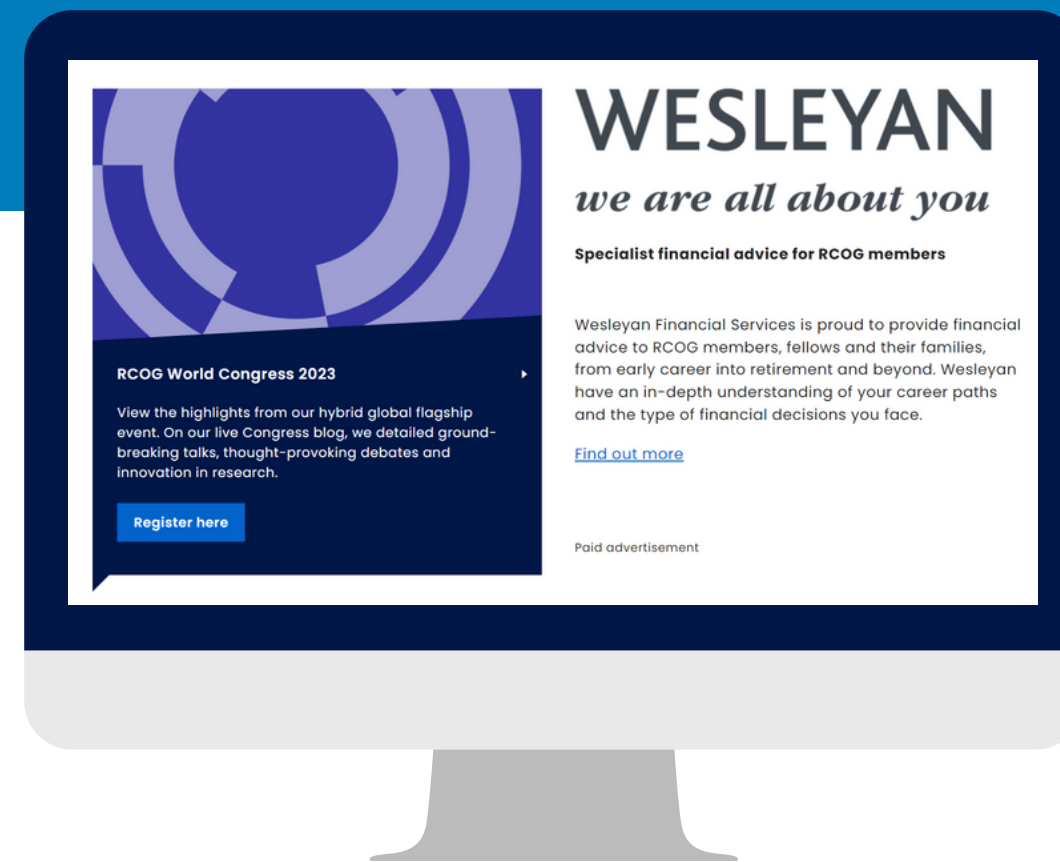
Each month, the RCOG website has around 400,000 users



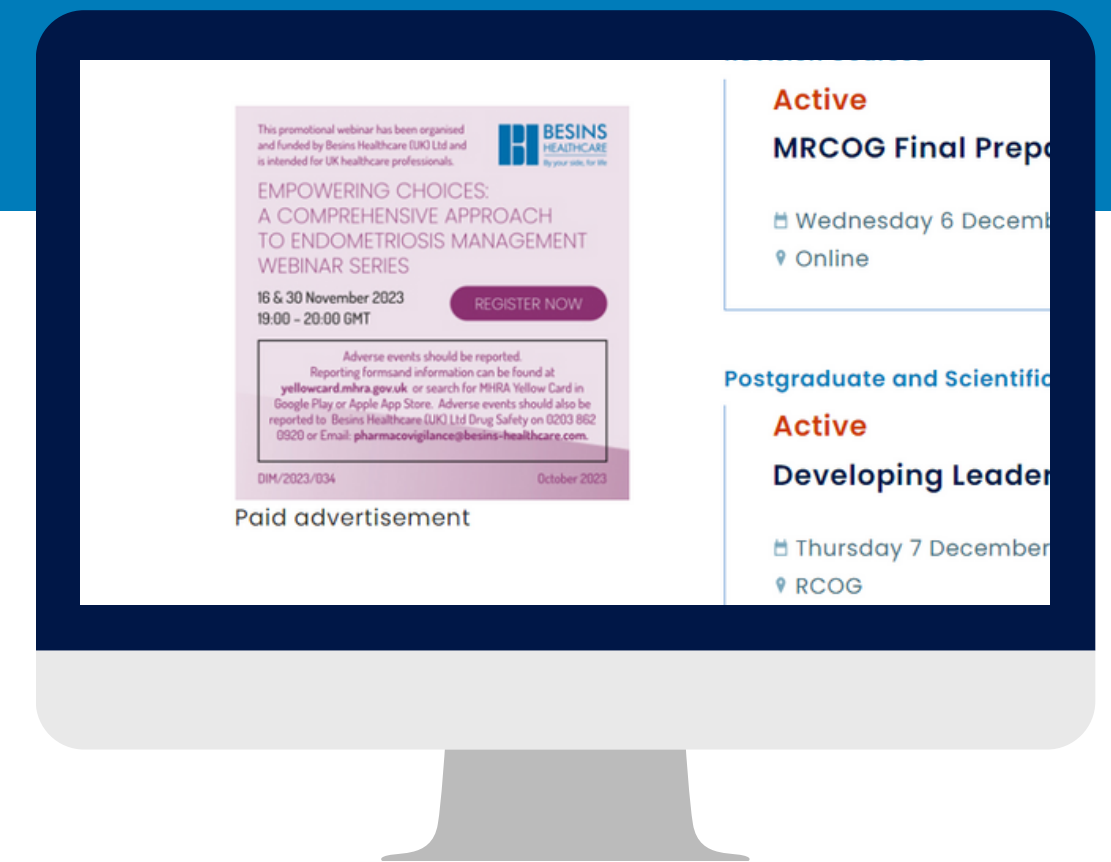
Website advertising



Homepage banner



Footer banner or mid-point banner on selected webpage



Sidebar feature on selected webpage

Sponsor an RCOG event or RCOG World Congress

Starting from £1,100 + VAT

- Sponsoring or exhibiting at an RCOG event allows your organisation to receive maximum recognition and interaction with a focused audience.
- Sponsorship can include a 30 minute symposium within the event programme; symposiums are excellent platforms to engage RCOG delegates about your products and services.
- The RCOG produces 40 UK events each year and hosts the RCOG World Congress, one of the largest O&G conferences in the world.

[View the RCOG events calendar](#)

[Find out more about RCOG World Congress](#)





Social media advertising

Starting from £800 + VAT

- The RCOG is not only recognised as a membership organisation, but as a reliable source of information for pregnant women, healthcare professionals and members of the public.
- Advertising includes a large banner across the main social media feeds on Facebook and LinkedIn or informative content aimed at the public to raise awareness of certain topics and issues relating to women's health.

The RCOG's social media following is currently over 190,000



Member comms advertising

£1,000 + VAT per issue

- Advertise in the weekly member email.
- This communication is sent out to 16,000+ Fellows and Members globally each week.
- Each email has no more than two commercial advertisements.
- The advert will also be linked to your landing webpage.
- **Image spec: 450px (width) x 180px (height)**

[View an example](#)



Our average open rate for core member emails is 40%





Overview of opportunities and rates

ITEM

- Banner advert on RCOG website homepage
- Mid-point advert on an RCOG webpage
- Footer banner advert on an RCOG webpage
- O&G email newsletter advert
- Social media advert
- Provide an educational resource on RCOG Learning
- Sponsor/Exhibit at an event or conference

DURATION

- One month
- One month
- One month
- One issue
- One post
- 12 months
- 1-4 days

COST

- £3,500
- £2,500
- £2,000
- £2,000
- £1,000
- £800
- From £1,100

Please note that prices listed are exclusive of VAT

Terms and conditions

Codes of practice

Adverts must align with the Advertising Standards Agency and their codes of practice (asa.org.uk) and also the ABPI and ABHI Codes of Practice where required.

The advert will also be subject to the RCOG approval process. The RCOG reserves the right to refuse any booking at any time without stating reason.

Bookings

To secure a booking, organisations must complete, sign and return a booking form. A booking is only confirmed when accepted by the RCOG in writing. Invoices must be paid within 30 days or prior to the activity date.

Endorsement

Advertising or sponsoring products with RCOG does not imply support or endorsement by the RCOG of your company, products, policies or services.

Due diligence

Organisations will be obliged to complete the RCOG due-diligence process. RCOG has the right to withdraw industry opportunities should an organisation not meet the standards set.



Contact us

To discuss your organisation's options further, please contact
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