

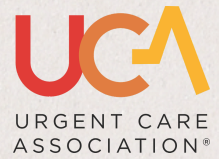


URGENT CARE
ASSOCIATION®

2026 ADVERTISING OPPORTUNITIES

➤ REACH THE FULL SPECTRUM OF URGENT CARE DECISION-MAKERS
IN ONE SEND

URGENT CARE AUDIENCE



➤ UCA IS THE ASSOCIATION REACHING THE URGENT CARE INDUSTRY



4,400

Member Centers



2,200

Accredited Centers



381

Member Organizations

REACH THE FULL SPECTRUM OF URGENT CARE DECISION-MAKERS IN ONE SEND

The entire UCA membership is represented within our audience reach. 4,400 Member Centers, represent 381 Member Organizations; 2,200 Centers of the 4,400 are Accredited

Association editorial content

UCAccess

42% open rate

9% click rate

Distributed to 18.8K contacts

Advocacy eNewsletter

25% open rate

29% click rate

Distributed to 18.8K contacts

**29% click rate —
10x the healthcare digital average**

Urgent Updates

46% open rate

11% click rate

Distributed to 11.1K contacts*

*CUCM and UCCOP contacts only

Product & sponsor-specific content

Solutions.Delivered

20% open rate

10% click rate

Distributed to 18.8K contacts

Solutions.Webinar

20% open rate

50 - 150 registrants**

Distributed to 18.8K contacts

Website Ads

Over 40% of interior pages

Average 3,300 impressions

1.1% click rate

**Registrant counts provided by sponsor post-event

42% OPEN RATE

vs. 35% industry average

Website Visitors/Mo

96,000

Email Subscribers

18,800

*1% bounce rate, 0.2% unsubscribe rate

Social Followers

12,000

Average Impressions **491**

Average CTR **3%**

Average Engagement **5.4%**

18.8K AUDIENCE DEMOGRAPHIC

Clinical

58%

Physician **50.6%**

APC **37.6%**

Other Clinical **11.8%**

Administrative

31%

C-level, Owner **56.6%**

Manager **39.2%**

Other Admin **4.2%**

Hybrid Roles

11%

GET IN TOUCH



corporate@urgentcareassociation.org



<http://www.urgentcareassociation.org>



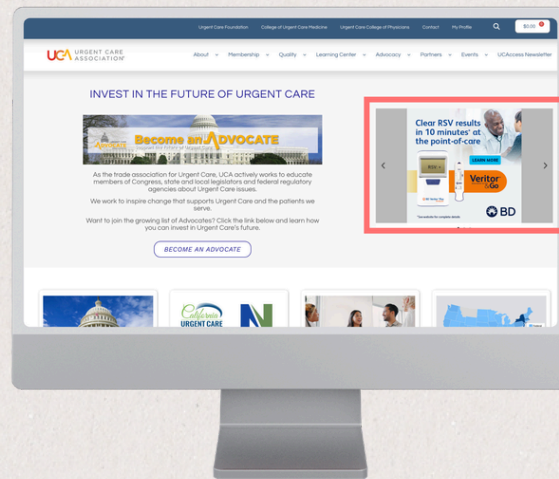
URGENT CARE
ASSOCIATION®

ADVERTISING OPPORTUNITIES

AD RATES SHEET

AD SPECS SHEET

WEBSITE ADS



Brand Visibility

SPECS

- 30-day ad placement
- 500 x 500 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL
- Ads are placed first-come, first-serve into a rotating carousel of no more than 5 ads (5-sec rotation)

RATES

Member	\$1,250
Non-member	\$1,500

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to issue publish date
- Ad must be submitted 14 days prior to issue publish date

Page Views/Mo

8K

Website Coverage

40%

Average Impressions/Mo

3,300

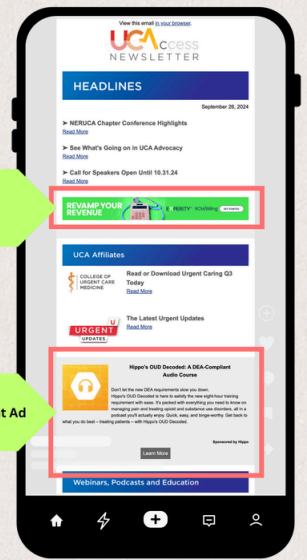
Average CTR

1.1%

AUDIENCE

Urgent Care industry (including clinicians, owners, operators and industry partners)

UCAACCESS ADS



Brand Visibility

Lead Generation

SPECS

Banner Ad Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL

Sponsored Content Ad Specs

- 300 x 300 pixels
- Title copy, 10-word count max
- Content copy, 50-word count max
- Call To Action button copy with advertiser submitted trackable URL

RATES

Member - BANNER AD	\$1,300
Non-member - Banner Ad	\$1,560
Member - SPONSORED CONTENT AD	\$1,550
Non-member - Sponsored Content Ad	\$1,860

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to issue publish date
- Ad must be submitted 14 days prior to issue publish date

Frequency
BI-WEEKLY

Distribution
18,800+

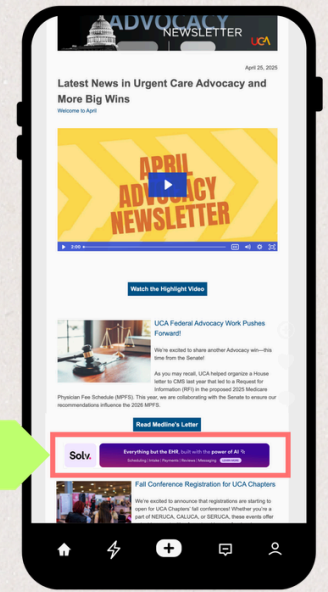
Open Rate
42%

CTR
9%

AUDIENCE
Clinicians, Owners, Operators,
General Industry Interest

ADVOCACY ADS

Brand Visibility



SPECS

Banner Ad Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL

Frequency
MONTHLY

Distribution
18,800+

RATES

Member - BANNER AD	\$1,100
Non-member - Banner Ad	\$1,320

Open Rate
25%

CTR
29%

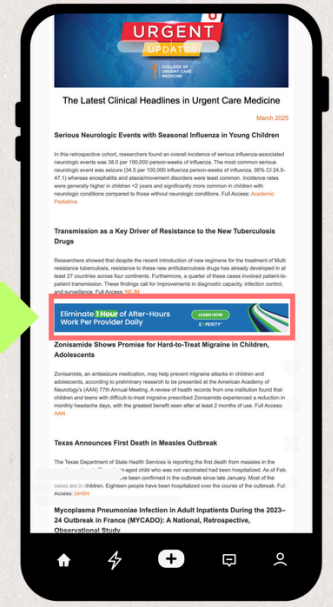
DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to issue publish date
- Ad must be submitted 14 days prior to issue publish date

AUDIENCE

Clinicians, Owners, Operators,
General Industry Interest

URGENT UPDATE ADS



Brand Visibility

SPECS

Banner Ad Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL

RATES

Member - BANNER AD	\$1,100
Non-member - Banner Ad	\$1,320

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to issue publish date
- Ad must be submitted 14 days prior to issue publish date

Frequency
MONTHLY

Distribution
1,800+

Open Rate
46%

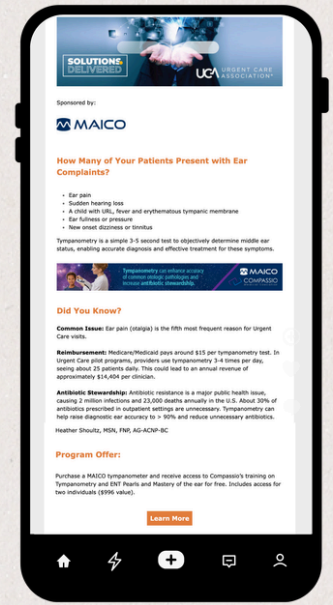
CTR
11%

AUDIENCE
Physicians and Clinicians

SOLUTIONS DELIVERED

Thought Leadership

Lead Generation



SPECS

- Email copy, up to 1,500 words
- Include up to 2 calls to action with your trackable links
- Email delivered under UCA Solutions.Delivered Header Banner (HTML not supported)
- Multiple purchases require unique content per issue

Image Sizes Supported

- 300 x 300 pixels, or 650 x 150 pixels
- Up to (2) images may be submitted

RATES

Member - per email	\$3,800
Non-member - per email	\$4,560

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to issue publish date
- Ad must be submitted 14 days prior to issue publish date

Frequency
VARIABLES

Distribution
18,800+

Open Rate
20%

CTR
10%

AUDIENCE

Clinicians, Owners, Operators,
General Industry Interest

SOLUTIONS WEBINAR



Thought Leadership

Lead Generation

Advertiser is responsible for content, registration and hosting.

Leverage UCA's audience with promotion sent to 18,800+ Clinicians, Owners, Operators, and General Industry contacts.

SPECS

Vendor Responsibility

- Content creation
- Registration (setup and management)
- **Provide to UCA the webinar details (eg. time, summary description, registration link)**
- Speakers, content and hosting of webinar on own software
- Presentation preparation, recording and any desired attendee follow up
- Provide to UCA an updated URL of webinar recording for posting to UCA Learning Center

UCA Promotion Responsibility (no action required)

- (2) Emails promoting Solutions.Webinar (1x the week prior, 1x the day of the webinar)
- (1 to 2) mentions in UCAccess issues prior to webinar date
- (1) social post (1x the week prior)
- Posting of Solutions.Webinar recording following the event on the UCA Learning Center

RATES

Member - per webinar promo	\$4,500
Non-member - per webinar promo	\$5,400

Date is preset with UCA, but time of day, format and content is vendor-created

Distribution

18,800+

Open Rate

20%

Registrants*

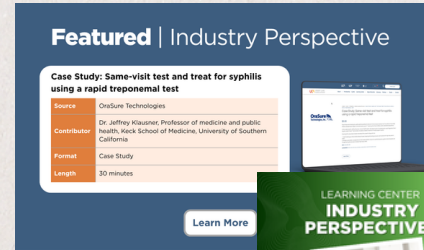
50-150

*Registrant counts provided by sponsor post-event

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 5 weeks prior to issue publish date
- Ad must be submitted weeks prior to issue publish date

SOLUTIONS ON DEMAND



Thought Leadership

Brand Visibility

Promote your thought leadership by contributing “Industry Perspective” content to the UCA Learning Center.

Leverage the UCA audience as your thought leadership content is promoted by UCA directly to Urgent Care decision-makers and end-users.

SPECS

Vendor Responsibility

Submit content to UCA Learning Center (ie. URL to pre-recorded webinar, whitepaper, infographic, etc.)

- Content will be posted in UCA Learning Center, as an “Industry Perspective” resource
- Content should be relevant to Urgent Care and educational in nature
- Branding should be positioned as thought leadership vs. product/service sales content
- Subject to Eligibility, Content, Image & Video Guidelines of UCA Learning Department

UCA Promotional Responsibility

(no vendor action required)

- (1) inclusion in quarterly email promotion of advertiser resource available in Learning Center
- (1) mention in UCAccess promoting advertiser resource available in the Learning Center
- (1) LinkedIn post promoting advertiser resource in the Learning Center

RATES

Member - per listing	\$2,000
Non-member - per listing	\$2,400
Member - additional listing	\$1,500
Non-member - additional listing	\$1,900

Social Followers
12,000

Learning Center Page Views/mo
386

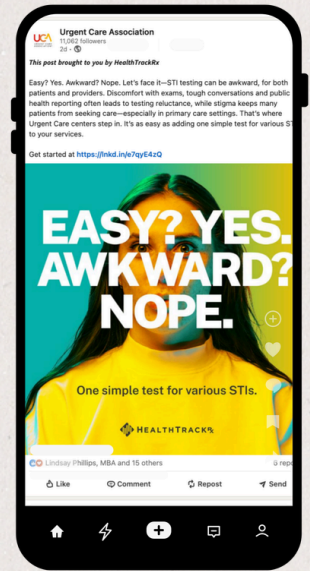
Learning Center Resource Downloads/mo
300

Distribution
18,800+

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to issue publish date
- Ad must be submitted 14 days prior to issue publish date

LINKEDIN ADS



Brand Visibility

Thought Leadership

SPECS

- Best practice: 150 - 200 characters (Max allowed: 3,000 characters)
- Advertiser submitted trackable URL

Image Specs

- 1200 x 1200px, or 1200 x 627px

RATES

Member - per post	\$750
Non-member - per post	\$900

DEADLINES AND SUBMISSION REQUIREMENTS

- Ad must be paid in full, 3 weeks prior to publish date
- Posted at UCA discretion in select month
- Ad must be submitted 10 days prior to publishing date

Social Followers

12,000

Average Impressions

491

Average CTR

3%

Average Engagement

5.4%

AUDIENCE

Clinicians, Owners, Operators,
General Industry Interest

AD RATES

WEB ADVERTISING

30-day placement

Member	\$1,250
Non-member	\$1,500

NEWSLETTER ADVERTISING

UCAccess

Member - Banner Ad	\$1,300
Non-member - Banner Ad	\$1,560

Member - Sponsored Content Ad	\$1,550
Non-member - Sponsored Content Ad	\$1,860

Advocacy

Member - Banner Ad	\$1,100
Non-member - Banner Ad	\$1,320

Urgent Updates

Member - Banner Ad	\$1,100
Non-member - Banner Ad	\$1,320

SOLUTIONS ADVERTISING

Solutions.Webinar

Member - per webinar promo	\$4,500
Non-member - per webinar promo	\$5,400

Solutions.OnDemand

Member - per listing	\$2,000
Non-member - per listing	\$2,400

Member - additional listing	\$1,500
Non-member - additional listing	\$1,900

Solutions.Delivered

Member - per email	\$3,800
Non-member - per email	\$4,560

SOCIAL MEDIA ADVERTISING

LinkedIn sponsored content post

Member - per post	\$750
Non-member - per post	\$900

AD SPECS

WEB ADVERTISING

- 30-day ad placement
- 500 x 500 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL
- Ads are placed first-come, first-serve into a rotating carousel of no more than 5 ads (5-sec rotation)

NEWSLETTER ADVERTISING

Banner Ad Specs

- 650 x 150 pixels
- JPG format only (no videos or GIFs)
- Advertiser submitted trackable URL

Sponsored Content Ad Specs

- 300 x 300 pixels
- Title copy, 10-word count max
- Content copy, 50-word count max
- Call To Action button copy with advertiser submitted trackable URL

SOLUTIONS ADVERTISING

Solutions.Webinar

Vendor Responsibility

- Content creation
- Registration (setup and management)
- **Provide to UCA the webinar details (eg. time, summary description, registration link)**
- Speakers, content and hosting of webinar on own software
- Presentation preparation, recording and any desired attendee follow up
- Provide to UCA an updated URL of webinar recording for posting to UCA Learning Center

UCA Promotion Responsibility

(no vendor action required)

- (2) Emails promoting Solutions.Webinar (1x the week prior, 1x the day of the webinar)
- (1 to 2) mentions in UCAccess issues prior to webinar date
- (1) social post (1x the week prior)
- Posting of Solutions.Webinar recording following the event on the UCA Learning Center

Solutions.Delivered

- Email copy, up to 1,500 words
- Include up to 2 calls to action with your trackable links
- Email delivered under UCA Solutions.Delivered Header Banner (HTML not supported)
- Multiple purchases require unique content per issue

Image Sizes Supported

- 300 x 300 pixels, or 650 x 150 pixels
- Up to (2) images may be submitted

AD SPECS

SOLUTIONS ADVERTISING

Solutions.OnDemand

Vendor Responsibility

Submit content to UCA Learning Center (ie. URL to pre-recorded webinar, whitepaper, infographic, etc.)

- Content will be posted in UCA Learning Center, as an "Industry Perspective" resource
- Content should be relevant to Urgent Care and educational in nature
- Branding should be positioned as thought leadership vs. product/service sales content
- Subject to Eligibility, Content, Image & Video Guidelines of UCA Learning Department

UCA Promotional Responsibility

(no vendor action required)

- (1) inclusion in quarterly email promotion of advertiser resource available in Learning Center
- (1) mention in UCAccess promoting advertiser resource available in the Learning Center
- (1) LinkedIn post promoting advertiser resource in the Learning Center

LINKEDIN SPONSORED CONTENT POST

- Best practice: 150 - 200 characters (Max allowed: 3,000 characters)
- Advertiser submitted trackable URL
- Image Specs
 - 1200 x 1200px, or 1200 x 627px

DEADLINES AND SUBMISSION REQUIREMENTS

- Ads must be paid in full, 3 weeks prior to issue publish date
- Ads must be submitted 14 days prior to issue publish date

Solutions.Webinar exception

- Ad must be paid in full, 5 weeks prior to webinar date
- Content must be submitted 4 weeks prior to webinar date

Media Advertising Contact

Sabrina Balthrop
corporate@urgentcareassociation.org

Submission Instructions

Send all advertising materials via online submission form

Ad availability and placements are first-come, first-served.

Subject to UCA Advertising Terms & Cancellation Policy