



Pennsylvania  
MEDICAL SOCIETY®  
ADVOCATE. EDUCATE. NAVIGATE.

# PAMED *Advertising*



*Year-Round Promotional Opportunities*

[www.pamedsoc.org/advertising](http://www.pamedsoc.org/advertising) | [partners@pamedsoc.org](mailto:partners@pamedsoc.org) | 800-228-7823



11,000+ Members  
*Representing all medical specialties*

600+ Practice Administrators

2,300+

independently contracted and  
privately employed physicians\*\*

3,800+

employed by a hospital/health  
system physicians\*\*

Over 2,300

Medical Students,  
Residents,  
and Fellows

**Member  
Age Stats**

- ▶ 40 and under: 3,400+
- ▶ 41-55: 2,400+
- ▶ 56-59: 2,900+
- ▶ Over 70: 2,100+

► Our membership  
is comprised of:

37%

Female

63%

Male

\*Membership statistics as of September 2024

\*\*Our members self-identify their employment status

**1.5+ million** website pageviews in 2024!



**4,500+**

**Facebook Followers**

731,900 people reached  
in 2024



**2,800+**

**LinkedIn Followers**

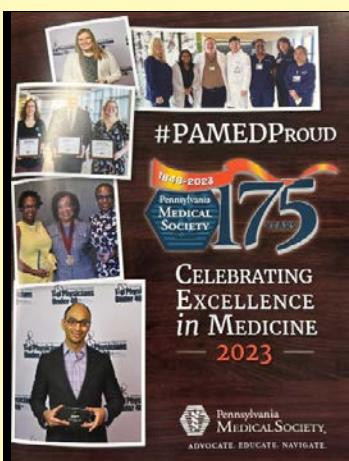
930,000 impressions  
in 2024



**900+**

**Instagram Followers**

23,500+ accounts reached  
each quarter in 2024



**Our Annual  
Printed Awards  
Publication reaches  
over 10,000 people!**

**The Dose e-Newsletter  
Open Rate:**



## Corporate Advertising Rates

### Awards Publication Advertising

Submission Deadline: Monday, September 28, 2026

The PAMED Awards Publication is a printed publication honoring our awardees. The awardees honored include the Top Physicians Under 40, the Physician Award for Voluntary Service, the Distinguished Service Award, the PAMED Everyday Hero, and more. This publication will be distributed in print format in December 2026.

- Quarter Page - \$750—4.25 W x 5 H in. ; 300 DPI
- Half Page - \$1,000—8.5 W x 5 H in.; 300 DPI
- Full Page - \$1,500—8.5 W x 11 H in. ; 300 DPI
- Inside Front Cover (one available) \$2,500—8.5 W x 11 H in; 300 DPI
- Inside Back Cover (one available) \$2,000—8.5 W x 11 H in; 300 DPI

To learn more about our awards programs, please visit [www.pamedsoc.org/awards](http://www.pamedsoc.org/awards)



Are you the employer of a PAMED awardee?  
Visit [www.pamedsoc.org/awards](http://www.pamedsoc.org/awards)  
for discounted print ad rates to celebrate  
your awardee!

### The Dose e-Newsletter and Web Advertising

Please contact [partners@pamedsoc.org](mailto:partners@pamedsoc.org) for more information on run frequency and rates.

#### The Dose Banner Ad— 650 W x 100 H px; 72 DPI

- Single Ad (1 total) -\$750
- Quarterly Ad (4 total) -\$1,000
- Monthly Ad (12 total) -\$2,500

#### The Dose Feature Box Ad— 300 W x 200 H px; 72 DPI

- Single Ad (1 total) -\$750
- Quarterly Ad (4 total) -\$1,000
- Monthly Ad (12 total) -\$2,500

To learn more about our awards programs, please visit [www.pamedsoc.org/awards](http://www.pamedsoc.org/awards).  
Questions on Advertising? Please contact [partners@pamedsoc.org](mailto:partners@pamedsoc.org).

Contact [partners@pamedsoc.org](mailto:partners@pamedsoc.org) to get your partnership started!

## **PAMED is excited to invite businesses to explore partnership opportunities.**

By becoming a partner, your services and products will receive year-round promotion across PAMED's extensive communication channels, including our social media platforms and weekly e-newsletter. Our outreach primarily targets our engaged membership base, while also consistently extending marketing efforts to non-member physicians through strategic recruitment mailings, emails, and social media campaigns. This partnership offers exceptional visibility and the chance to connect with both current and potential members of the medical community.



**PAMED is open to collaboration in order to customize advertising to fit your budget and needs. Please contact us at [partners@pamedsoc.org](mailto:partners@pamedsoc.org) for more information or to schedule a meeting.**

**Please see next page for Partnership/Advertising Opportunities**

<b>Partnership/Advertising Opportunities</b>	<b>Premier Partnership</b> \$200,000 annually	<b>Gold Partnership</b> \$25,000 annually	<b>Silver Partnership</b> \$15,000 annually	<b>More Opportunities</b>
<b>ADVERTISING</b>				
Monthly social media posts	✓			
Bi-monthly social media posts		✓	✓	
15-minute presentation during one virtual practice manager meeting / promotional slide shared at the beginning of each practice manager meeting	✓			
Promotional slide shared at the beginning of each practice manager meeting		✓		
Promotional slide shared at the beginning of one practice manager meeting			✓	
Annual banner ad on PAMED website	✓			
<b>PAMED PORTAL</b>				
#1 billing on PAMED's partner portal	✓			
#2 billing on PAMED's partner portal		✓		
#3 billing on PAMED's partner portal			✓	
Unlimited articles		✓	✓	
6 articles or less annually				✓
Up to 2-minute commercial (sales pitch)X	✓	✓	✓	
Up to 60 second commercial (sales pitch)				✓
<b>AWARDS PUBLICATION</b>				
Inside front cover ad	✓			
Half page ad		✓		
Quarter page ad			✓	
Discounted Pricing for Ads				✓
<b>HOUSE OF DELEGATES</b>				
Complimentary Exhibit space during the House of Delegates	✓	✓		
Discounted Exhibit space during the House of Delegates			✓	✓
Presentation of one 60 second video during the House of Delegates / Shared on the HOD site	✓			