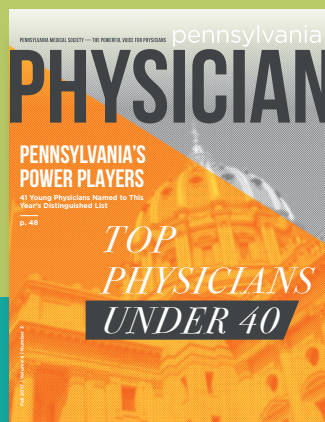
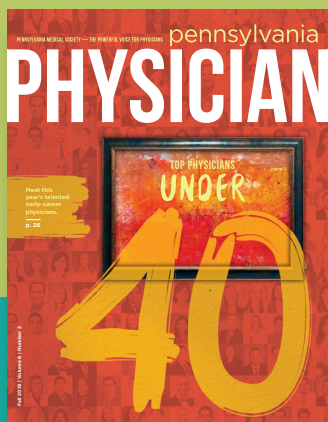


PENNSYLVANIA MEDICAL SOCIETY — THE POWERFUL VOICE FOR PHYSICIANS

pennsylvania

PHYSICIAN



2020

Advertising Media Guide



Pennsylvania
MEDICAL SOCIETY®

ADVOCATE. EDUCATE. NAVIGATE.

2020

It's the one publication that all physicians in Pennsylvania turn to for health care industry news, updates, and regulatory guidance.

The *Pennsylvania Physician Magazine*

The Pennsylvania Medical Society (PAMED) is the trusted voice of what's happening in medicine in Pennsylvania for its nearly 24,000 members. Health care professionals, including practicing physicians, residents, medical students, and practice administrators rely on PAMED for education, advocacy, and to help them navigate the practice of medicine.

With this credibility, our publication—*Pennsylvania Physician*—is the go-to resource for physicians across the state.

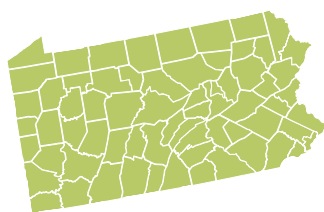
About *Pennsylvania Physician*:

- Features columns by physicians and other health care experts, in-depth feature articles, tips on medical practice, health care legislative and regulatory updates, and spotlights on the people and issues that interest physicians
- Highlights new laws, regulations, and other changes in health care impacting Pennsylvania physicians and their patients
- Spotlights innovations in medicine

Advertising in *Pennsylvania Physician* is a no-brainer. Increase your presence within the medical community. **Get connected today!**

Our Audience

Each spring and fall, *Pennsylvania Physician* is distributed by mail or digitally to nearly 50,000 physicians, residents, medical students, and practice administrators.



Serves the
entire state of
PENNSYLVANIA

56%
employed

44%
independent/
private practice



Reaches top
DECISION-MAKERS
in Pennsylvania's
hospitals, health systems,
and private practices

2020

The magazine is the powerful voice for Pennsylvania physicians.

2020 Deadlines & Editorial Calendar*

Issue	Format	Themes	Ad Reservation Deadline	Ad Artwork Deadline	Publish Date
Spring 2020	Digital	The Future in Medicine; Innovation in Medicine	February 7, 2020	March 2, 2020	April 15, 2020
Fall 2020	Print & Digital	Physician Wellness/ Burnout, Awards, House of Delegates, Advocacy	July 10, 2020	July 29, 2020	October 15, 2020

**Editorial content and dates are subject to change*

Pennsylvania Physician features columns by physicians and other health care experts, in-depth feature articles, tips on medical practice, health care legislative and regulatory updates, and spotlights on people and issues that interest physicians.

Columns/Departments

- From the EVP's Desk
- Legal Analysis
- Legislative & Regulatory Update
- On Call
- Physician Newsmakers
- Physicians and Philanthropy
- Practice Made Perfect
- President's Prescription

50% of readers have discussed an ad with others in their organization.*

*Source: PAMED Membership Survey

Advertising Rates & Specifications*

Size	Specs	1x	2x
Full page	8.5" x 11" (plus .25" bleeds)	\$2,775	\$2,625
1/2 page	H: 7.5" x 4.875" V: 3.65" x 10"	\$2,050	\$1,945
1/3 page	V: 2.35" x 10" Square: 4.875" x 4.875"	\$1,650	\$1,525
1/4 page	3.65" x 4.875"	\$1,400	\$1,325
Back cover	8.5" x 11" (plus .25" bleeds)	\$3,700	\$3,515
Inside cover	8.5" x 11" (plus .25" bleeds)	\$3,100	\$2,950
Full page advertorial	8.5" x 11" (plus .25" bleeds)	\$3,000 (supplied) \$4,500 (includes copywriting and design)	N/A
Two page advertorial	17" x 11" (plus .25" bleeds)	\$3,800 (supplied) \$5,000 (includes copywriting and design)	N/A

*All prices for print advertising are per insertion.

2020

Ad Design Requirements

- All fonts used must be embedded in the PDF file.
- All bleeds must be at least .25" on all sides.
- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Colors must be CMYK.
- A high-resolution PDF/X-1 a file is required for all ads.
- Vital copy and images must be at least 3/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Ads must be suitable to print as-is. PAMED and Graphcom are not responsible for any errors in content supplied.
- All ads should be submitted with crop marks.
- Materials that do not meet these advertising specifications will be rejected.
 - Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in this media guide.

Graphic design available at \$100/hourly rate.

Combine print and web advertising and receive a discount!

Looking for digital options?

Ad Type	Specs	Monthly Costs		
		3 months	6 months	12 months
Top Leaderboard on Magazine Website	728 x 90 px	\$800	\$700	\$600
Bottom Leaderboard on Magazine Website	728 x 90 px	\$800	\$700	\$600
Left Skyscraper on Magazine Website	120 x 600 px	\$700	\$600	\$500
Medium Box on Magazine Website Internal Pages	300 x 250 px or 250 x 200 px	\$500	\$400	\$300
Small Box on Magazine Website Internal Pages	180 x 150 px	\$400	\$300	\$200

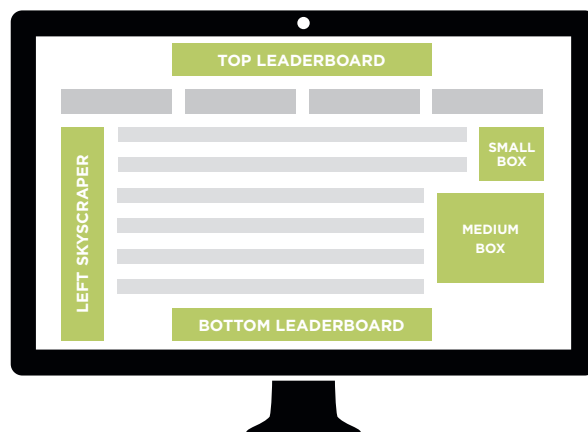
Digital packages start January 1, April 1, July 1, and October 1.

All digital advertising prices are per month and will be billed monthly.

Magazine Website



Magazine Website Internal Pages



2020

70% of readers visited an advertiser's website in the last year

*Source: PAMED membership survey

Web Ad File Specifications

- Graphics must be submitted correctly sized and in .png, .jpg, .gif format.
- Ad will be hyperlinked to your specified website.
- Ads must be received at least 10 business days prior to the digital package start dates listed.



122,000

average monthly page views
on PAMED's website



24,000

average monthly visitors
on PAMED's website

Ready to advertise?

To reserve advertising,
please contact Kylee Myers at
kmyers@graphcom.com or call **717.479.6431**.