

PENNSYLVANIA MEDICAL SOCIETY — THE POWERFUL VOICE FOR PHYSICIANS

pennsylvania

# PHYSICIAN

# 2019

Advertising Media Guide



Pennsylvania  
MEDICAL SOCIETY®

ADVOCATE. EDUCATE. NAVIGATE.

# 2019

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

## About *Pennsylvania Physician Magazine*

*Pennsylvania Physician* magazine is the trusted voice of what's happening in medicine in Pennsylvania. Health care professionals, including practicing physicians, medical residents, and medical students, rely on us for tips on medical practice, health care legislative and regulatory updates, and spotlights on the people and issues that interest them. There is always something to discover, innovate, or improve in medicine, and *Pennsylvania Physician* is the only publication to bring the industry issues that matter most to light.

## Our Audience

*Pennsylvania Physician* directly reaches nearly 35,000 Pennsylvania physicians. **Digitally, we reach physicians** in their medical residencies and **thousands of medical students** at the state's 10 prestigious medical schools. We mail to **Pennsylvania Medical Society members, physicians, plus health care leaders and stakeholders** in Pennsylvania's hospitals and health systems, **state legislators, congressional members, and hundreds of physician practice managers.**

Increase your presence within the medical community. Get connected. Join the conversation.

# 2019

The magazine is the powerful voice for Pennsylvania physicians.

## 2019 Deadlines & Editorial Calendar\*

Issue	Themes	Ad Reservation Deadline	Ad Artwork Deadline	Publish Date
Spring	Women in Medicine	December 26, 2018	February 7, 2019	April 15, 2019
Fall	Awards, House and Advocacy	June 25, 2019	August 7, 2019	October 14, 2019

\*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 the people and issues that interest physicians.

## Columns/Departments

- From the EVP's Desk
- Legal Analysis
- Legislative & Regulatory Update
- Medicine Bag
- On Call
- PAMED Pulse
- Physician Newsmakers
- Physicians and Philanthropy
- Practice Made Perfect
- President's Prescription
- Strong Medicine
- The Section Scoop

70% of readers have visited an advertiser's website in the last year.\*

\*Source: PAMED Membership Survey

## Advertising Rates & Specifications

Size	Specs	1x	2x
Full page	8.5" x 11" (plus .25" bleeds)	\$2,775	\$2,625
Two-page spread	11" x 17" (plus .25" bleeds)	\$4,700	\$4,465
1/2 page	H: 7.5" x 4.875" V: 3.65" x 7.5"	\$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

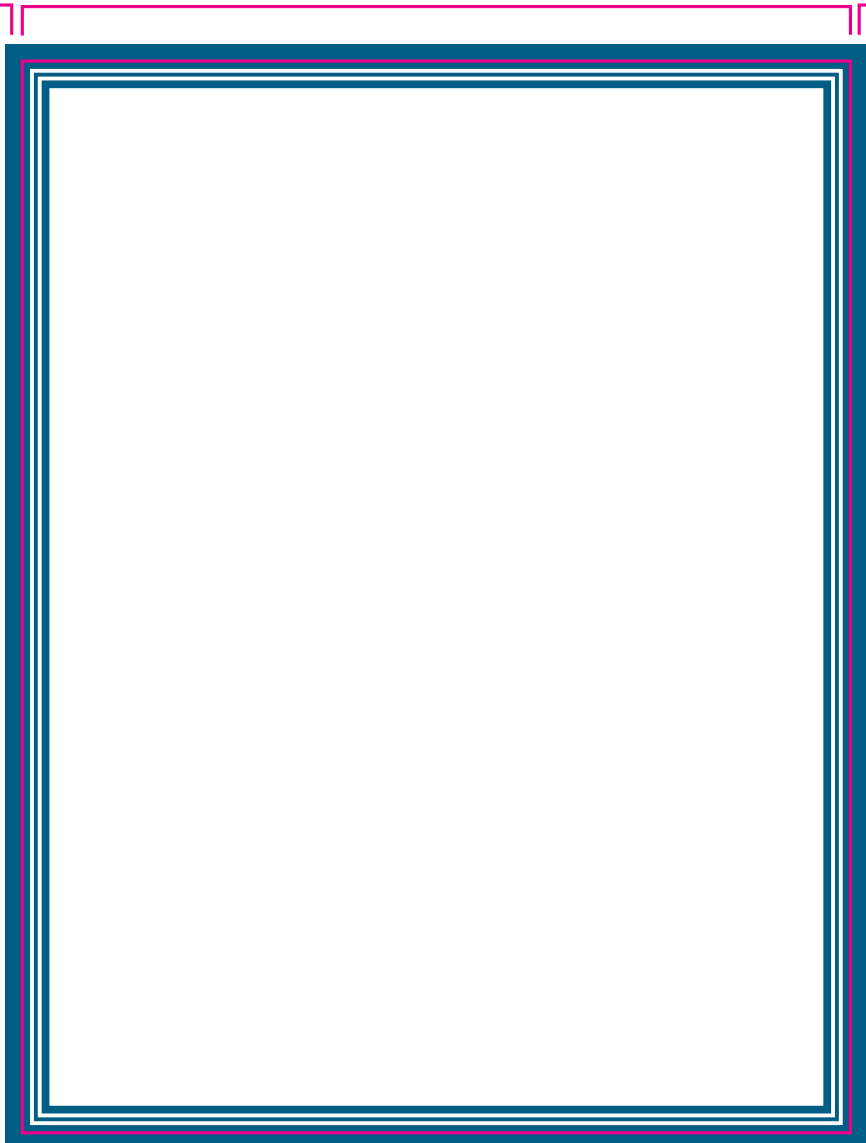
## General Requirements

- 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.
- All bleeds must be at least .25" on all sides.

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## Understanding bleed on the full page ad

.25 in. bleed                      8.5 inches                      .25 in. bleed



★ *Correct file!*

**Ad at 8.5 x 11**  
(but with bleed on all sides at .25 inches)

-you can see how the bleed of the ad extends past the trim line. This is important because if the ad has no bleed and the trimmer is slightly off, you will see a white edge on the ad. By extending the color of the border, this ensures that if the trim is off, the ad will still look fine.

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

\*Source: PAMED Membership Survey

## 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.
- 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.

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## Ready to advertise?

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

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