



Pennsylvania
MEDICAL SOCIETY[®]

ADVOCATE. EDUCATE. NAVIGATE.

PAMED *Partners*



Year-Round Promotional Opportunities

www.pamedsoc.org • 800-228-7823



 **15,000+ Members**
Representing all medical specialties

600+ Practice Administrators

2,700+

independently contracted and privately employed physicians**

5,000+

employed by a hospital/health system physicians**

Over 4,000 Medical Students, Residents, and Fellows

Average independent practice has **3.86 physicians**

Member Age Stats

▶ 40 and under: **5,500+**

▶ 56-59: **3,300+**

▶ 41-55: **3,000+**

▶ Over 70: **2,000+**

▶ **Our membership is comprised of:**

39%

Female

61%

Male

**Membership statistics as of September 2023*

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

1.2+ million website pageviews in 2023!



4,200+

Facebook Followers

290,121 people reached
in 2022



3,200+

Twitter Followers

108,300 impressions
in 2022



2,500+

LinkedIn Followers

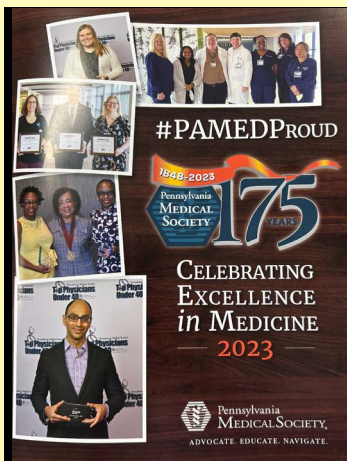
58,000 impressions
in 2022



750+

Instagram Followers

4,000+ accounts reached
each quarter in 2022



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

The Dose e-Newsletter
Open Rate: **48%**



PAMED partners will get year-round promotion to PAMED member physicians and practice administrators. Partners will be promoted through PAMED social channels, emails, print and digital newsletter publications, and have the opportunity to gain exposure at events held throughout the year.

Contact partners@pamedsoc.org to get your partnership started!

***Premier Partner—\$200,000 annually (Exclusive Opportunity)**

1. Practice Administrator Engagement

- a. Exclusive webinar for Frontline practices.
- b. Exhibit space (if applicable) at the Practice Makes Perfect meeting.
- c. Opportunity to provide two (2) 60-minute on-demand video presentations that will be marketed to the practice administrators.

2. House of Delegates

- a. One (1) table exhibit at the Annual House of Delegates.
- b. Registration for up to two (2) representatives.
- c. One (1) 60-second commercial spot played during the pre-show, breaks, or lunch.
- d. One (1) ad included in the pre-show and/or break PowerPoint.

3. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one full-page, color ad (inside front cover).
- c. Foundation *PHP Update*: one half-page, color ad in spring and fall issues.
- d. Foundation *Connections*: one half-page, color ad in summer and winter issues.
- e. Twelve (12) *The Dose* e-Newsletter ads, run once per month.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- f. Six (6) *The Resident Wrap-Up* e-Newsletter ads, run every other month.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- g. Twelve (12) social media posts.
- h. Visibility on our new-member welcome portal.
- i. PAMED Partner listing on PAMED website

4. Miscellaneous

- a. One (1) educational webinar open to all members and promoted by PAMED.
 - i. Content is at the discretion of PAMED and needs to be mutually agreed upon before promotion begins.
- b. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- c. Sales representative access to PAMED members-only content.

** We look forward to working with vendors to find value that makes sense for both parties. If you have other ideas on how to best expose our members to your brand, we would be happy to have a discussion!*

*Platinum Partner—\$100,000 Annually

1. Practice Administrator Engagement

- a. Exclusive Webinar for Frontline practices.
- b. Exhibit space (if applicable) at the Practice Makes Perfect meeting.
- c. Opportunity to provide two (2) 60-minute on-demand video presentations that will be marketed to the practice administrators.

2. House of Delegates

- a. One (1) table exhibit at the Annual House of Delegates.
- b. Registration for up to two (2) representatives.
- c. One (1) 30-second commercial spot played during the pre-show, breaks, or lunch.
- d. One (1) ad included in the pre-show and/or break PowerPoint.

3. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one full-page, color ad.
- c. Foundation *PHP Update*: one quarter-page, color ad in spring and fall issues.
- d. Foundation *Connections*: one quarter-page, color ad in summer and winter issues.
- e. Eight (8) *The Dose* e-Newsletter ads.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- f. Eight (8) social media posts.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- g. Visibility on our new-member welcome portal.
- h. PAMED Partner listing on PAMED website

4. Miscellaneous

- a. One (1) educational webinar open to all members and promoted by PAMED.
 - i. Content is at the discretion of PAMED and needs to be mutually agreed upon before promotion begins.
- b. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- c. Sales representative access to PAMED member-only content.

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PAMED *Partners*

Gold Partner—\$25,000 Annually

1. House of Delegates

- a. One (1) table exhibit at the Annual House of Delegates.
- b. Registration for up to one (1) representative.
- c. One (1) 30-second commercial spot played during the pre-show, breaks, or lunch.
- d. One (1) ad included in the pre-show/break PowerPoint.

2. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one half-page, color ad.
- c. Six (6) *The Dose* e-Newsletter ads, run once every other month.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- d. Six (6) social media posts.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- e. Visibility on our new-member welcome portal.
- f. PAMED Partner listing on PAMED website

3. Miscellaneous

- a. One (1) educational webinar open to all members and promoted by PAMED.
 - i. Content is at the discretion of PAMED and needs to be mutually agreed upon before promotion begins.
- b. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- c. Sales representative access to PAMED member-only content.

Silver Partner—\$15,000 Annually

1. House of Delegates

- a. One (1) 30-second commercial spot played during the pre-show, breaks, or lunch.
- b. One (1) ad included in the pre-show and/or break PowerPoint.
- c. Exhibit space can be purchased at the partner cost of \$1,000 (one booth, 2 representatives)

2. Advertising

- a. Quarterly website banner ads (run all year, opportunity to change the design quarterly).
- b. Awards Publication: one quarter-page, color ad.
- c. Four (4) *The Dose* e-Newsletter ads, run once per quarter.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- d. Four (4) social media posts.
 - i. Ads should be educational in nature. Articles, webinars, etc.,
- e. Visibility on our new-member welcome portal.
- f. PAMED Partner listing on PAMED website.

3. Miscellaneous

- a. Opportunity to work with our CME department to develop educational materials for physicians to obtain CME credits.
- b. Sales representative access to PAMED members-only content.

Contact partners@pamedsoc.org to get your partnership started!

Corporate Advertising Rates

Awards Publication Advertising

Submission Deadline: September 1, 2024

The PAMED Awards Publication is a printed publication honoring our 2024 awardees. The awardees honored include the Top Physicians Under 40, the Physician Award for Voluntary Service, the Distinguished Service Award, the PAMED Everyday Hero, the Poster Competition winners, and more. This publication will be available digitally and distributed in print format in December 2024.

- 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



Are you the employer of a PAMED awardee?
Visit 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 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.
Questions on Advertising? Please contact partners@pamedsoc.org.

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