



Pennsylvania  
MEDICAL SOCIETY<sup>®</sup>

ADVOCATE. EDUCATE. NAVIGATE.

# PAMED *Partners*



*Year-Round Promotional Opportunities*

[www.pamedsoc.org](http://www.pamedsoc.org) • 800-228-7823



Statistical Success in 2022 and Beyond.

**13,000+ Members**  
Representing all medical specialties

**700+ Practice Administrators**

**2,700+**

independently contracted and  
privately employed physicians\*\*

**4,000+**

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: **5,000+**

▶ 56-59: **3,300+**

▶ 41-55: **2,500+**

▶ Over 70: **2,000+**

▶ **Our membership  
is comprised of:**

**37%**

**Female**

**63%**

**Male**

\*Membership statistics as of September 2022

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

## Media Success in 2022 and Beyond.

**1.2+ million** website pageviews in 2022!



**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 Samantha Boyd at [sboyd@pamedsoc.org](mailto:sboyd@pamedsoc.org) to get your partnership started!

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

**1. Practice Admin Meetings**

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Exhibit space (if applicable) at the spring and fall practice administrator meetings.
- c. Opportunity to provide two (2) 60-minute on-demand video presentations that will be marketed to the same audience as the practice administrator meetings.

**2. Frontline Calls**

- a. Six (6) 15-20 minute on-demand video presentations that will be made available on the Frontline member landing page.
- b. Video pre-roll up to 60 seconds played prior to the start of six (6) different meetings.
- c. Option to contribute educational resources to the Frontline member resource library.

**3. 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.

**4. 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

**5. 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 Admin Meetings

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Exhibit space (if applicable) at both the spring and fall practice administrator meetings.
- c. Opportunity to provide two (2) 20-minute on-demand video presentations that will be marketed to the same audience as the meeting.

### 2. Frontline Calls

- a. Four (4) 15-20 minute on-demand video presentations that will be made available on the Frontline member landing page.
- b. Video pre-roll up to 30 seconds played prior to the start of four (4) different meetings.
- c. Option to contribute educational resources to the Frontline member resource library.

### 3. 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.

### 4. 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

### 5. 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.

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PAMED *Partners*

## Gold Partner—\$25,000 Annually

### 1. Frontline Calls

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Option to contribute educational resources to the Frontline member resource library.

### 2. 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.

### 3. 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

### 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.

## Silver Partner—\$15,000 Annually

### 1. Frontline Calls

- a. Promotional PowerPoint slide looped at the beginning of all Frontline call presentations.
- b. Option to contribute educational resources to the Frontline member resource library.

### 2. 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)

### 3. 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.

### 4. 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.

# Corporate Advertising Rates

## Awards Publication Advertising

Submission Deadline: September 20, 2024

The PAMED Awards Publication is a printed publication honoring our 2023 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 2023.

- 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 2023 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 [communications@pamedsoc.org](mailto:communications@pamedsoc.org) for more information on run frequency and rates.

- The Dose Graphic Banner Ad—650 w x 100 h px
- The Dose Graphic Box Ad—300 w x 200 h px
- The Dose Native Ad (article)—500 words; one 100 w x 100 h px graphic
- Web Ad—970 w x 90 h px

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