

# 2023 MEDIA KIT

## Reaching the Most Physicians in Allegheny County

THE UNIQUE OPPORTUNITY TO REACH THE NEARLY UNREACHABLE:  
PHYSICIANS, HEALTHCARE ADMINISTRATORS, AND PRACTICE  
MANAGERS.

ACMS.org  
850 Ridge Ave., Pittsburgh, PA  
15212 Phone: 412-321-5030  
Fax: 412-321-5323

*All advertising rates effective January 1, 2023*

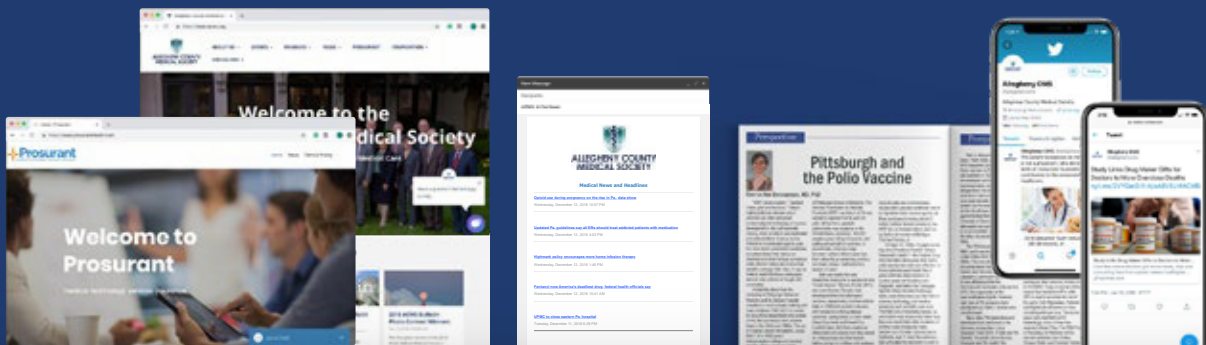


**ALLEGHENY COUNTY  
MEDICAL SOCIETY**

# Your marketing is about to take a turn for the better.

## More ways to reach more physicians and c-level healthcare executives.

Since 1865, the Allegheny County Medical Society has been the leading professional association for physicians in Southwestern Pennsylvania. With a mission of improving healthcare through education, advocacy, services, and physician well-being, the society offers its members educational events, training, a career center, and more. Now you have an opportunity to reach this exclusive audience in a host of ways from our monthly magazine to digital platforms.

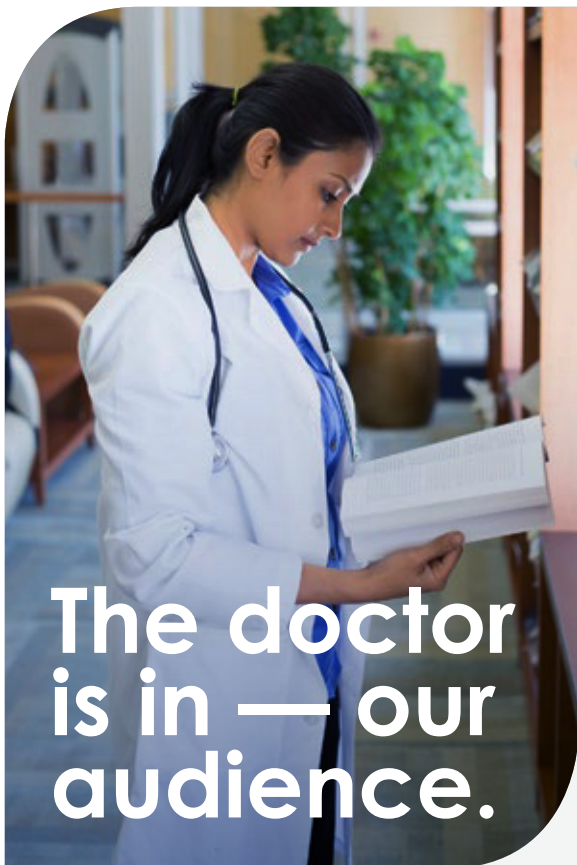


## The Society's signature publication — the Bulletin.

PHYSICIAN NEWS & VIEWS SINCE 1911.

Established in 1911, the *Bulletin* presents local, regional, and national information to physicians, bringing them news, features, and opinions from the Allegheny County Medical Society and Pennsylvania Medical Society — including legal, legislative, and practice management updates; colleague achievements; pharmaceutical information; community events and resources; and more.

36+ page, full-color monthly publication.



## Bulletin | CIRCULATION

The *Bulletin* reaches 2,313 physicians in Southwestern Pennsylvania each month through digital and print publication. Healthcare administrators, practice managers, and other c-level healthcare executives and opinion leaders also read the *Bulletin*.

**Total Circulation: 2,313**

Digital Circulation	1282	801	139	86	5
	ACTIVE PHYSICIANS	RESIDENT/ FELLOW STUDENTS	RETIRED PHYSICIANS	PRACTICE ADMIN.	OTHER
Print Circulation	1282	139	86	5	
	ACTIVE PHYSICIANS	RETIRED PHYSICIANS	PRACTICE ADMIN.	OTHER	

## Bulletin | 2023 CALENDAR DATES


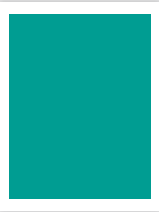
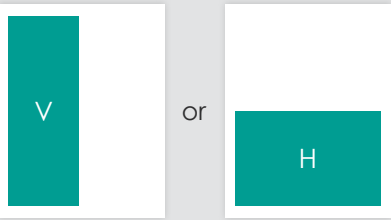
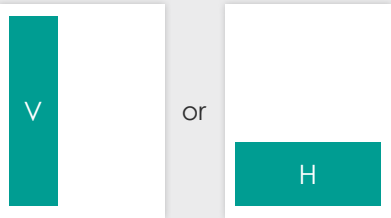
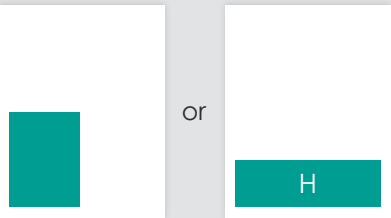
Order Deadline → Art Deadline →

December 14	December 21
January 13	January 20
February 14	February 20
March 15	March 20
April 14	April 20
May 15	May 19
June 15	June 20
July 14	July 20
August 15	August 21
September 15	September 20
October 13	October 20
November 15	November 20

ISSUE DATE

January 20
February 20
March 20
April 20
May 19
June 20
July 20
August 18
September 20
October 20
November 20
December 20

# Bulletin | 2023 AD SIZES AND RATES

Size		1X	6X	12X
	<b>Back Cover</b> 8.5" W x 11" H	<i>Covers must be reserved for a full year. Bleed is available in all cover positions.</i>		<b>\$1,200</b>
	<b>Inside Front Cover</b> 8.5" W x 11" H		<b>\$1,150</b>	
	<b>Inside Back Cover</b> 8.5" W x 11" H		<b>\$1,150</b>	
	<b>Full Page</b> 7.5" W x 9.75" H	<b>\$1,000</b>	<b>\$975</b> Monthly	<b>\$950</b> Monthly
	<b>Half Page</b> Vertical: 3.625" W x 9.75" H Horizontal: 7.5" W x 4.875" H	<b>\$750</b>	<b>\$725</b> Monthly	<b>\$700</b> Monthly
	<b>One-Third Page</b> Vertical: 2.5" W x 9.75" H Horizontal: 7.5" W x 3.25" H	<b>\$500</b>	<b>\$475</b> Monthly	<b>\$450</b> Monthly
	<b>Quarter Page</b> Vertical: 3.625" W x 4.875" H Horizontal: 7.5" W x 2.375" H	<b>\$375</b>	<b>\$350</b> Monthly	<b>\$325</b> Monthly

→ See next page for additional information.



# Bulletin | 2023 ADVERTORIAL RATES

## Word Count

### 700 Words for Full Page

Count varies depending on ad size.

## Composition Fee *(In addition to print ad cost.)*

**\$500** Composition fee includes:

- Advertorial composition
- Telephone interview of company spokesperson
- Graphic design of the advertorial

# Bulletin | 2023 CLASSIFIED RATES

## Word Count

### 20 Words or Less

## Cost (Non-Member)

**\$160**  
\$.75/word.

## Cost (Member)

**\$50**  
\$.75/word.

For information on advertising in the *Bulletin*, or to submit an advertisement or classified, please contact:

ACMSBulletin@acms.org  
717-909-2683

All issues of the Bulletin are published on [ACMS.org](http://ACMS.org).

## Requirements for Electronic Files:

- Save file as PDF; embed fonts
- Full-color ads must be supplied as electronic art with a minimum resolution of 300 dpi

## Other Considerations:

- Printing process: offset
- Trim size: 8.5" W x 11" H
- Bleed negative size: 8.625" W x 11.25" H

## Additional Charges:

- First-time advertisers must pre-pay the first ad
- Ad composition fee varies
- Special position: 15% surcharge
- Inserted materials: \$1,000 tip-in; \$900 stitch-in; production specifications may vary

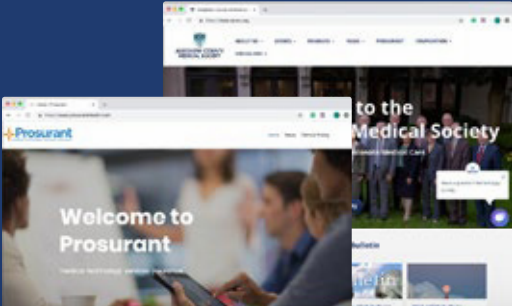
## Subscriptions:

- \$60



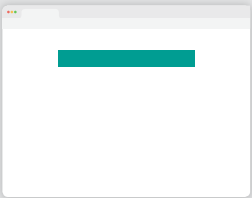
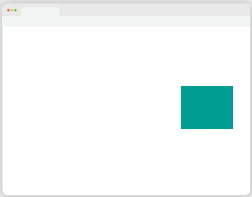
# Digital.

ACMS offers digital products to reach audiences online and on their phones. All ads are Run of Site and may include one or all of the following sites: ACMS.org, WhiteCoats.pro, and ProsurantHealth.com.



## 2023 DISPLAY AD SIZES AND RATES

### Display ads on ACMS.org

Size	Specs	1 month	6 months	12 months
 <p><b>Leaderboard</b> 728 x 90</p>	<ul style="list-style-type: none"> <li>• GIF, JPG, or HTML5</li> <li>• 200 KB max file size</li> <li>• 15 sec max animation length</li> <li>• RGB color</li> <li>• URL to click through</li> <li>• Creative due 3 business days prior.</li> </ul>	<b>\$950</b>	<b>\$900</b> per month	<b>\$850</b> per month
 <p><b>Medium Rectangle</b> 300 x 250</p>	<ul style="list-style-type: none"> <li>• GIF, JPG, or HTML5</li> <li>• 200 KB max file size</li> <li>• 15 sec max animation length</li> <li>• RGB color</li> <li>• URL to click through</li> <li>• Creative due 3 business days prior.</li> </ul>	<b>\$700</b>	<b>\$650</b> per month	<b>\$600</b> per month

→ For more information, contact [mmayer@acms.org](mailto:mmayer@acms.org) and 412-321-5030 x 100.