

2025 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

All advertising rates effective January 1, 2025

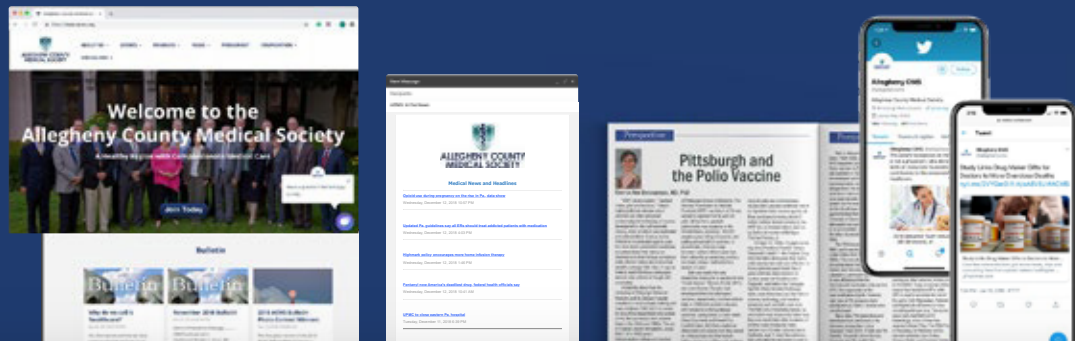


**ALLEGHENY COUNTY
MEDICAL SOCIETY**

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.

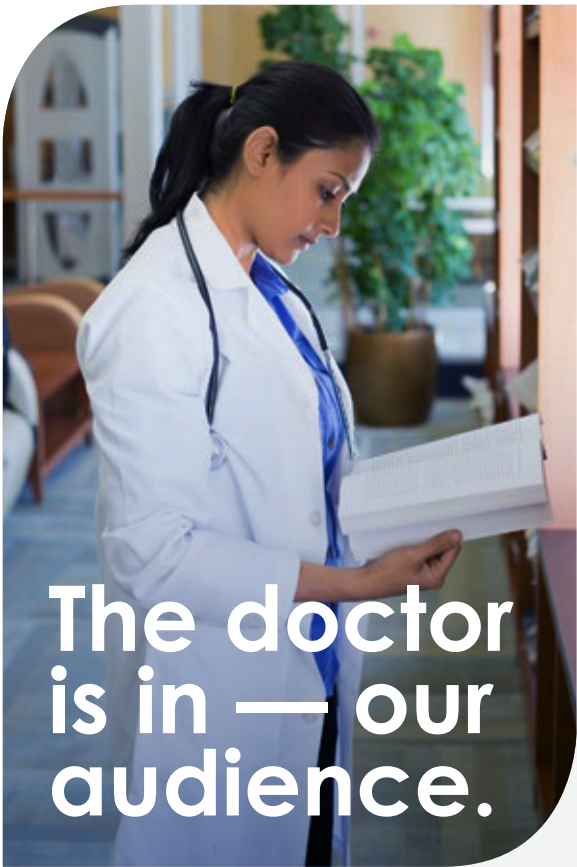


The Society's signature publication — the Bulletin.

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.

24 page, full-color monthly publication.



Bulletin | CIRCULATION

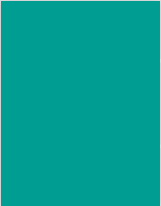
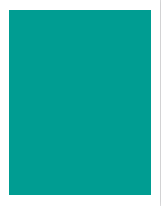

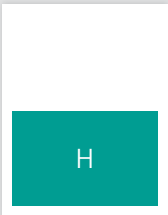

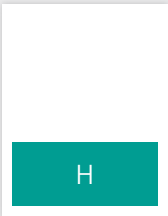

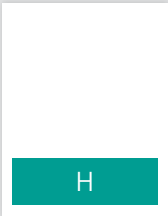
The *Bulletin* reaches 2,000 physicians in Southwestern Pennsylvania each month through digital and print publication. Healthcare administrators, practice managers, and other c-level healthcare executives and opinion leaders also read the *Bulletin*.

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 | 2025 CALENDAR DATES

Order Deadline	→	Art Deadline	→	ISSUE DATE
December 31		January 5		January 30
January 31		February 6		February 28
February 28		March 6		March 31
March 30		April 7		April 30
April 30		May 7		May 30
May 31		June 6		June 30
June 30		July 7		July 31
July 31		August 7		August 29
August 31		September 5		September 30
September 30		October 7		October 31
October 31		November 7		November 28
November 30		December 5		December 30

Bulletin | 2025 AD SIZES AND RATES

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

→ See next page for additional information.

Bulletin | 2025 ADVERTORIAL RATES

Word Count	Composition Fee <i>(In addition to print ad cost.)</i>
700 Words for Full Page <i>Count varies depending on ad size.</i>	\$500 Composition fee includes: <ul style="list-style-type: none">• Advertorial composition• Telephone interview of company spokesperson• Graphic design of the advertorial

Bulletin | 2025 CLASSIFIED RATES

Word Count	Cost (Non-Member)	Cost (Member)
20 Words or Less	\$160 \$.75/word.	\$50 \$.75/word.

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

shussey@acms.org
412-321-5030 x109

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



Sponsored Post

Duquesne University Fritzky Family Integrative Health Summit September 21-22, 2023

Join today's health leaders who are re-defining the future of health at Duquesne's multi-disciplinary, interactive annual health summit.

- Earn 12.75 LIVE Hours of CME credits
- Learn from nationally recognized integrative health experts.
- Engage with leaders addressing social determinants of health and promoting equity throughout our region.
- Network with Physicians and healthcare professionals
- Participate in interdisciplinary research and practice panels
- Take part in yoga and mindfulness sessions for all levels.
- Hear about Duquesne's NEW College of Medicine - Opening Soon!

Registration Required

Digital.

ACMS offers digital products to reach audiences online and on their phones.

All ads are Run of Site and may include ACMS.org.

Banner Ad Size: 1000 x 300.



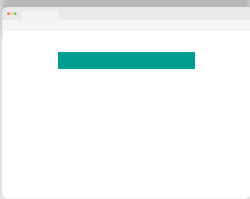
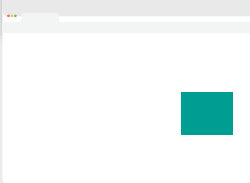
Reach a targeted audience of 2500 subscribers!

Sponsor ACMS's bi-weekly email, **ACMS Snapshots**. Each issue alerts readers to the hottest topics affecting the Allegheny County medical profession and updates on ACMS/PAMED news.

Email Ad Rates: Banner Ad \$150 single email sponsorship or \$275 full month (two emails).

2025 DISPLAY AD SIZES AND RATES

Display ads on ACMS.org

Size	Specs	1 month	6 months	12 months
 Leaderboard 1000 x 300	<ul style="list-style-type: none"> • GIF, JPG, or HTML5 • 200 KB max file size • 15 sec max animation length • RGB color • URL to click through • Creative due 3 business days prior. 	\$950	\$900 per month	\$850 per month
 Medium Rectangle 300 x 250	<ul style="list-style-type: none"> • GIF, JPG, or HTML5 • 200 KB max file size • 15 sec max animation length • RGB color • URL to click through • Creative due 3 business days prior. 	\$700	\$650 per month	\$600 per month