



ALLEGHENY COUNTY MEDICAL SOCIETY

MEDIA KIT 2026

850 RIDGE AVENUE
PITTSBURGH, PA 15212

412-321-5030
ACMS@ACMS.ORG



PARTNER WITH ACMS

2026 ADVERTISING & VISIBILITY OPPORTUNITIES

This is your chance to connect with the region's most influential physicians and healthcare leaders.

Since 1865, the Allegheny County Medical Society (ACMS) has united the physician community to advance medicine, foster collaboration, and improve the health of Western Pennsylvania. Today, ACMS remains one of the most respected medical societies in the Commonwealth – representing more than 2,200 physicians, residents, and medical students across every specialty and healthcare system in Allegheny County.

When you advertise with ACMS, you're not just reaching physicians, you're engaging a trusted, influential network of decision-makers who shape the region's healthcare landscape. Let us help you make meaningful connections that drive your business forward.



YOUR AUDIENCE AT A GLANCE

The Allegheny County Medical Society (ACMS) connects you with one of Western Pennsylvania's most trusted and engaged professional communities - more than 2,000 physicians, residents, and medical students representing every specialty and practice setting across the region. ACMS members are leaders in clinical care, education, research, and healthcare innovation, as well as active

advocates shaping the future of medicine. Our flagship ACMS Bulletin and Snapshots e-newsletter deliver timely news, thought leadership, and member insights directly to this influential audience. Advertising with ACMS offers a targeted, high-impact opportunity to reach decision-makers who value quality, professionalism, and local connection.

Why ACMS?

- ✓ Trusted, respected, and locally rooted in Allegheny County since 1865
- ✓ Multi-channel visibility through quarterly print, digital, and email publications

2,200+

physicians and medical professionals in Allegheny County

85%

of members in leadership roles within hospitals, practices, and healthcare systems

THE ACMS BULLETIN

PRINT & DIGITAL IN 2026

The ACMS Bulletin has been the voice of physicians in Western PA for more than a century. In 2026, the Bulletin evolves to a hybrid print and digital format to meet the needs of modern readers and advertisers – providing greater value, broader reach, and more meaningful engagement.

Quarterly Print Bulletin

Mailed to members and key healthcare stakeholders each quarter, the print edition highlights the people, policies, and partnerships shaping the region's medical community. Its long shelf life and premium format make it ideal for brand storytelling and high-impact visibility.

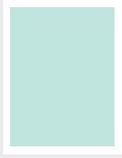
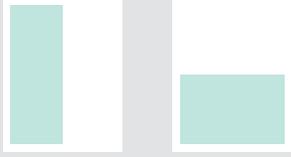
Quarterly Digital Bulletin

Published mid-quarter, the digital edition reaches an extended audience with interactive content and embedded links. It's optimized for mobile and desktop viewing - offering measurable engagement and opportunities for both traditional and banner-style advertising.

Together, these alternating publications keep your brand in front of ACMS physicians eight times a year across print and digital platforms.

2026 PRINT

ADVERTISING OPPORTUNITIES

	1 ISSUE	2 ISSUES	4 ISSUES (ANNUAL)
 <p>Inside Front Cover Inside Back Cover</p>	\$1,600	\$1,400	\$1,200
 <p>Full Page</p>	\$1,200	\$1,000	\$850
 <p>Half Page</p>	\$800	\$700	\$600
 <p>One-Third Page</p>	\$650	\$550	\$475
 <p>Quarter Page</p>	\$500	\$450	\$400

**Cost is per issue.*

Add-On Options

- Special position requests: +15% premium
- Advertorials: \$1,250 (includes editing, design, and optional web cross-posting)
- Composition/design assistance available upon request

2026 DIGITAL ADVERTISING OPPORTUNITIES

ACMS.org + Digital Bulletin

Digital visibility that meets your audience where they are – on phones, tablets, and desktops.

AD TYPE			1 QUARTER	2 QUARTERS	4 QUARTERS
	Medium Rectangle 300×250	<ul style="list-style-type: none">• GIF, JPG, or HTML5• RGB color• 15-second max animation length• Creative due 3 business days before publication	\$850	\$700	\$600

ACMS Snapshots E-Newsletter Sponsorship

Delivered bi-weekly to more than 2,500 subscribers, ACMS Snapshots provides updates on healthcare news, policy, and member events. Each issue offers exclusive visibility for one sponsor.

RATES:

- \$250 per issue
- \$800 per quarter (4 issues)

INCLUDES:

- Banner ad placement
- 50-word promotional message and link to your site

PRINT + DIGITAL VISIBILITY PACKAGES

ACMS.org + Digital Bulletin

	MOST POPULAR	
DIGITAL-ONLY PARTNER \$900 per quarter Web leaderboard 2 e-newsletter banners	STANDARD PARTNER \$1,500 per quarter Half-page print ad Web rectangle 1 e-newsletter banner	PREMIER PARTNER \$2,400 per quarter Full-page print ad Web leaderboard 2 e-newsletter banners

Packages offer cross-platform visibility and flexibility for rotating creative or seasonal campaigns.

Expand Your Reach Beyond Advertising

Advertising with ACMS is just one way to connect with our physician community. For organizations seeking year-round brand alignment, relationship-building, and event visibility, we invite you to explore the ACMS Preferred Vendor & Sponsorship Toolkit.

THIS COMPANION GUIDE OUTLINES PARTNERSHIP OPPORTUNITIES THROUGH:

- Annual ACMS events like the Distinguished Awards Dinner and Women in Healthcare Social
- Community initiatives such as the Physician Wellness Program and ACMS Foundation Grants
- Exclusive visibility as a trusted ACMS Business Partner

To learn more, request the 2026 ACMS Preferred Vendor Prospectus or contact us directly.

SPECIFICATIONS + DEADLINES

Trim Size: 8.5" x 11"

Bleed Size: 8.625" x 11.25"

Resolution: 300 dpi minimum

Accepted Formats: PDF, JPG, TIFF, or EPS

2026 Quarterly Deadlines

ISSUE	SPACE RESERVATION	ARTWORK DUE	PUBLICATION
Q1 – Winter	January 10	February 8	February 20
Q2 – Spring	April 10	May 8	May 20
Q3 – Late Summer	August 10	September 8	September 20
Q4 – Winter	October 10	November 8	November 20

We look forward to helping you share your story with the region's physician community. Our team is here to support you—from ad design and placement to strategic guidance on how to maximize your visibility across ACMS platforms.

Contact

Nadine Popovich

Vice President, Member & Association Services
npopovich@acms.org
412-321-5030 x105

Sara Hussey

Executive Director
shussey@acms.org
412-321-5030 x109