



PAMIC

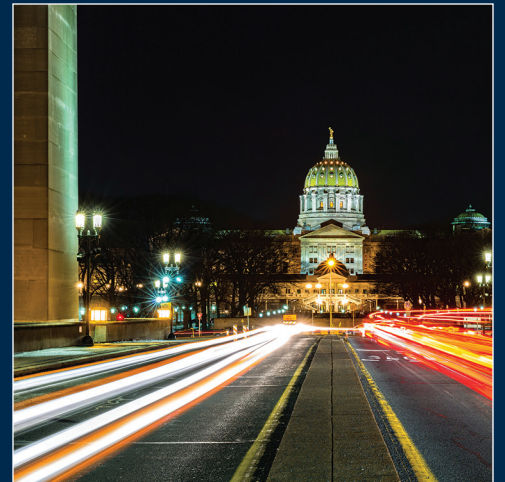
Pennsylvania Association of
Mutual Insurance Companies

2026 Media Kit

Pulse — A Quarterly Publication

Distribution: 2000+

Enhanced Digital Online Version



4999 Louise Drive
Suite 304
Mechanicsburg, PA 17055
pamic.org

Pulse, the official publication of the Pennsylvania Association of Mutual Insurance Companies. The quarterly magazine will include original content covering topics such as legal issues, claims, compliance, financial, and a section looking at our history.

The Pennsylvania Association of Mutual Insurance Companies (PAMIC) is a trade association that was originally formed for mutual insurance companies, writing property and casualty lines of insurance, domiciled or authorized to do business in Pennsylvania. It was formed in 1907 by several mutual companies who voluntarily united for common purposes. Today it is comprised of over 60 companies, mostly mutual and some stock, located in Pennsylvania and surrounding states encompassing Maryland, New Jersey, New York, West Virginia, and Virginia.

PAMIC also has an associate membership base composed of groups that support the insurance industry. These associate members include, but are not limited to, re-insurers, law firms, independent adjusters and information systems services. PAMIC currently has over 100 associate members.



AD SUBMISSION

You may email your ad to manager@marketinggurus.biz or send us files by going to www.thinkgraphtech.com and clicking on the Send Us Files button.

PULSE DEADLINES

Winter (Jan–Mar)

Ad Reservation: 11/26/25
Artwork Due: 12/5/25

Spring (Apr–June)

Ad Reservation: 3/3/26
Artwork Due: 3/10/26

Summer (July–Sept)

Ad Reservation: 5/29/26
Artwork Due: 6/5/26

Fall (Oct–Dec)

Ad Reservation: 9/3/26
Artwork Due: 9/10/26

PULSE SIZES

Trim size is 8.5" x 11"; add .125" to all sides for full page bleed.

Ad sizes are width x height:

Full Page (includes covers)	8" x 10.5"
1/2 Page (horizontal)	7.5" x 5"
1/2 Page (vertical)	3.75" x 10"
1/4 Page	3.75" x 5"
Business Card	3.75" x 2.5"
Digital Banner	2500 px x 60 px

Please send print-ready artwork. If needed, ad design and editing services are available for an additional fee.

Preferred Ad Submission Requirements

- Preferred Ad Submission: PDF-X3; High-Res 300 dpi (or greater).
- Files in JPEG, TIFF are also acceptable; High-Res 300 dpi (or greater).
- EPS formats provided they contain all fonts and images.
- CMYK or Grayscale only- no spot colors permitted.
- Convert RGB and any Spot colors into CMYK.
- Rich Black build C30 M30 Y30 K100.
- Ads should be built at 100% trim size.
- Ads with bleed, extend bleed to 1/8" beyond trim.
- Registration and crop marks not required.

Feel free to contact Sarah with Storytelling Marketing Communications if you have any questions:
manager@marketinggurus.biz or 717.836.2718.

Visit us at PAMIC.org

PULSE DIGITAL ADVERTISING OPTIONS

Digital advertising offers the opportunity to engage readers with interactive features unavailable in print. You can add video, audio, and animations. It also gives readers the benefit of a mobile platform with all the familiarity of a traditional print layout. It can be read on multiple devices, printed or saved as a PDF to be reviewed at a later date.



EXCLUSIVE SPONSOR BANNER AD

This option is for those who really want to make an impact! The clickable ad appears to the left of the front cover when the book is closed and is the largest size of digital ads available. Only one exclusive sponsor ad is available per issue and will be sold on a first-come, first-served basis.

This ad only appears with the cover of the magazine. When the pages are flipped, this ad is no longer visible.



BANNER AD

Banner ads are a great way to visually deliver your message. Scrolling, clickable banners will appear at the top of the screen above the magazine. Limited quantities are available on a first-come, first-served basis.

This ad remains visible at the top of the page throughout the magazine.

VIDEO/AUDIO*

The audio/video option allows you to embed a sound or video clip directly into your ad.

INTERACTIVE LINKS*

Interactive links will allow readers to click on any of your linkable text or photos on your ad, including: website, email, phone, and social media.



Visit us at PAMIC.org

2026 PAMIC Pulse Reservation Form

Please email this completed form to Sarah with Storytelling Marketing Communications: manager@marketinggurus.biz

Contact Information

Contact Name

Company

Address

City

State

Zip

Phone

Email

Pulse Advertising Information

(Place a check next to your selections below)

Included in your Ad Rate is a hyperlink to your company website (or page) on your website. Please provide the hyperlink in your ad artwork file.

Member (Rates are per issue)	1x	2x	4x
Back Cover	<input type="checkbox"/> \$970	<input type="checkbox"/> \$920	<input type="checkbox"/> \$840
Inside Back Cover	<input type="checkbox"/> \$865	<input type="checkbox"/> \$815	<input type="checkbox"/> \$735
Inside Front Cover	<input type="checkbox"/> \$825	<input type="checkbox"/> \$815	<input type="checkbox"/> \$735
Full Page	<input type="checkbox"/> \$760	<input type="checkbox"/> \$710	<input type="checkbox"/> \$630
1/2 Page	<input type="checkbox"/> \$655	<input type="checkbox"/> \$605	<input type="checkbox"/> \$525
1/4 Page	<input type="checkbox"/> \$445	<input type="checkbox"/> \$395	<input type="checkbox"/> \$315
Business Card	<input type="checkbox"/> \$340	<input type="checkbox"/> \$290	<input type="checkbox"/> \$210

Sub-Total: \$

Non-Member (Rates are per issue)	1x	2x	4x
Back Cover	<input type="checkbox"/> \$1,865	<input type="checkbox"/> \$1,755	<input type="checkbox"/> \$1,600
Inside Back Cover	<input type="checkbox"/> \$1,655	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,390
Inside Front Cover	<input type="checkbox"/> \$1,655	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,390
Full Page	<input type="checkbox"/> \$1,445	<input type="checkbox"/> \$1,134	<input type="checkbox"/> \$1,180
1/2 Page	<input type="checkbox"/> \$1,235	<input type="checkbox"/> \$1,130	<input type="checkbox"/> \$970
1/4 Page	<input type="checkbox"/> \$815	<input type="checkbox"/> \$710	<input type="checkbox"/> \$605
Business Card	<input type="checkbox"/> \$605	<input type="checkbox"/> \$475	<input type="checkbox"/> \$340

Sub-Total: \$

Digital Advertising

- Exclusive Sponsor Ad \$350 - *Reserve all 4 issues and get a 10% discount!*
- Banner Ad \$250
- Video/Audio* \$100
- Interactive Links* (includes website, email, phone, and all social media links) \$25 per additional link

Sub-Total: \$

Payment Information

Please complete the attached ACH payment form. Please note your ACH payment will come from Storytelling Marketing and Communications.

Please invoice me: In Full Per Issue

Invoices will be automatically emailed to contact listed above. If billing contact is different, please provide name and email address below if applicable.

Billing Contact

Billing Email

TOTAL RATE INFO

Member Ad Rate: \$ _____

Non-Member Ad Rate: \$ _____

PULSE Digital Ad Rate: \$ _____

TOTAL: \$ _____

For advertising questions, contact Sarah with Storytelling Marketing Communications:
717.836.2718 or manager@marketinggurus.biz



Electronic Funds Transfer Authorization Form

→ **Business / Individual Name:** _____

Address: _____

Phone Number: (____) _____ - _____

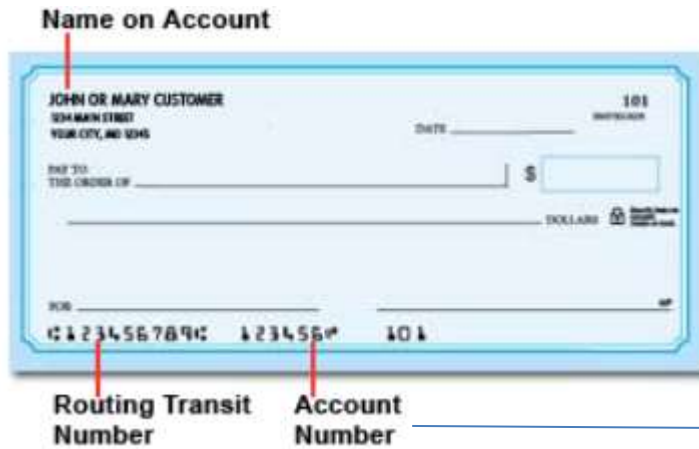
Email Address: _____

As a duly authorized check signer on the financial institution account identified below, I / We authorize **Storytelling Marketing Communications** to perform scheduled or periodic electronic funds transfer credits ____ and or debits ____ to our account identified below for payments due or when authorized for publications advertising.

Financial Institution: _____

Routing Number: _____

Account Number: _____



I / We understand and authorize all of the above as evidenced by my signature below.

AUTHORIZING SIGNATURE: _____ **DATE:** _____