

WHY ADVERTISE IN PULSE?

Increase your brand's reach when you take advantage of the large, targeted distribution to over 2,000 readers. This interactive digital publication's audience trusts PAMIC and considers it a reliable resource they want to associate with their brand.



PAMIC

Pennsylvania Association of
Mutual Insurance Companies

PULSE is the exclusive publication
of the **Pennsylvania Association
of Mutual Insurance Companies**

2027 ADVERTISING RATES

MEMBER RATES

Back Cover	\$970	\$840
Inside Back Cover	\$865	\$735
Inside Front Cover	\$825	\$735
Full Page	\$760	\$630
1/2 Page	\$655	\$525
1/4 Page	\$445	\$315
Business Card	\$340	\$210

**BEST
PRICE**

NON-MEMBER RATES

Back Cover	\$1,755	\$1,600
Inside Back Cover	\$1,550	\$1,390
Inside Front Cover	\$1,550	\$1,390
Full Page	\$1,445	\$1,180
1/2 Page	\$1,235	\$970
1/4 Page	\$710	\$605
Business Card	\$475	\$340

**BEST
PRICE**



DIGITAL ADD-ONS

Add a clickable URL	\$100
Exclusive SponsorAd	\$350

The rate on the left reflects pricing for ONE ad in one publication.

The rate in the right column reflects the BEST VALUE per-issue price when committing to 4 or more issues.



ADVERTISE IN ONE ISSUE OR COMMIT TO A YEAR AND SAVE BIG!

The quarterly magazine will include original content on legal issues, claims, compliance, and financial topics, as well as a section that looks at our history.

DUE DATES

Winter 2027	11/19/26
Spring 2027	3/3/27
Summer 2027	5/29/27
Fall 2027	9/3/27
Winter 2028	11/19/27

ARTWORK SPECIFICATIONS

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

ARTWORK SUBMISSION REMINDERS

High-Resolution JPG Built at 100% Trim Size

Ads should be built at 100% trim size.

Ads with bleed: extend bleed to 1/8" beyond trim.

Advertisers who do not submit payment or applicable artwork may result in the artwork on file being submitted and removal from the publication for non-receipt.



CONTACT OUR ADVERTISING AGENCY TO PLACE AN AD

manager@marketinggurus.biz or (717)406-5642