



MEDIA KIT

Founded in 1977, PMSA is a not-for-profit organization whose mission focuses on collaboration and education. Since its inception, PMSA has held an annual conference during which professionals in pharma and biotech analytics (manufacturers and consultants alike) come together to discuss analytical methods and best practices for applying prescriber, institution, payer, patient level, and other emerging data resources to help companies make data-driven, strategic decisions that bring value to the bottom line.

The mission of the Pharmaceutical Management Science Association not-for-profit organization is to efficiently meet society's pharmaceutical needs through the use of management science. The key points in achieving this mission are:

- Raise awareness and promote use of Management Science in the pharmaceutical industry
- Foster sharing of ideas, challenges, and learning to increase overall level of knowledge and skill in this area
- Encourage interaction and networking among peers in this area
- Provide a training opportunity to ensure continual growth with Pharmaceutical Management Science
- Create an opportunity for reflection, relaxation, and rejuvenation for members and guests.

2025 MEDIA KIT & ADVERTISING OPPORTUNITIES

Annual Analytics Data 2025

DATA PROVIDED THROUGH GOOGLE ANALYTICS FOR CALENDAR YEAR 2025

SOCIAL MEDIA



LINKEDIN

3,100+

EMAIL CAMPAIGN REACH



RECIPIENTS

6,300+



MEMBERS

1,200+

WWW.PMSA.ORG



PAGE VIEWS

66K+



ACTIVE USERS

21K+



USER ENGAGEMENT

202K+



PLATFORMS

58%

Windows

15%

iOS

15%

Android

12%

Macintosh



BROWSERS

73%

Chrome

14%

Edge

11%

Safari

2%

Firefox



DEVICES

70%

Desktop

28%

Mobile

2%

Tablet



REGIONS

71%

United States

21%

India

5%

China

3%

Canada

2025 MEDIA KIT & ADVERTISING OPPORTUNITIES

Advertising Options

LINKEDIN SOCIAL POST

Reach your ideal customers, grow your audience, and track ROI for your brand or business. PMSA will share your promotional content across our expanding social media channels. You can provide a custom image, slogan, and description. Post campaign analytics can be made available upon request.

One (1) Social Media Post	\$300	Two (2) Social Media Posts	\$500
Three (3) Social Media Posts	\$700	Custom Requests	Contact Us

WEBINAR SPONSORSHIPS

PMSA hosts many webinars throughout the year focused on the latest and most relevant topics in the pharmaceutical industry. Sponsoring a webinar offers your company prominent visibility and direct engagement with our professional audience. As a sponsor, your company's logo will be prominently displayed on the opening slide of the presentation and featured on the PMSA website. Sponsorship also includes promotion within member email campaigns and across PMSA's social media channels, providing extensive brand exposure.

Sponsors receive direct access to attendee contact information following the event, allowing for valuable post-webinar engagement. On average, webinars attract approximately 130 registrants with a 50% live attendance rate. Recorded webinars are hosted on the PMSA website for at least one year with open access. Sponsors may also request a copy of the recording to support ongoing marketing and promotional efforts within their own organization.

One (1) Webinar Sponsorship	\$8,000	Custom Requests	Contact Us
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CUSTOM EMAIL CAMPAIGNS

Supply your own content in the form of an HTML file, and we will send your tailored message directly to our PMSA contact list. Before launching the campaign, we will provide a test version of your message for your approval to ensure everything meets your expectations. Once the campaign has concluded, we will provide a comprehensive performance report outlining key metrics and insights. **Please note: We do not edit or modify client-provided HTML files.**

One (1) eMail Campaign	\$900	Three (3) eMail Campaigns	\$2,100
Six (6) eMail Campaigns	\$3,000	Custom Requests	Contact Us

HOMEPAGE BANNER AD ON PMSA WEBSITE

Put your Ad in rotation on the homepage of the PMSA website. All client provided Ads will stay in rotation for 2 months (60 days). Clients may provide an external URL that they would like their Ad to link to. To make sure your graphics look great on all devices—desktop, tablet, and mobile—please send your final artwork as a **layered Photoshop file**. This allows our web team to easily adjust and resize your design so it displays correctly on different screen sizes. The Homepage Hero Banner size is 1920x550 px.

One (1) 1920x550 Banner	\$500	Custom Requests	Contact Us
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SPONSORED CONTENT & THOUGHT LEADERSHIP

Position your organization as a thought leader among pharmaceutical and biotech analytics professionals through PMSA's sponsored content opportunities. Sponsors may contribute educational, data-driven articles to be featured on the PMSA website or additionally through our social channels.

This opportunity allows your company to share expertise, elevate brand credibility, and reach a highly engaged professional audience in a meaningful, non-promotional way. Sponsored articles are co-branded with PMSA and clearly labeled as partner content to maintain transparency and trust. Each post includes promotion through PMSA communication channels and a detailed performance report at the conclusion of the campaign.

Sponsored Article (Web only)	\$1,200	Sponsored Article + Email	\$1,800
Sponsored Article + LinkedIn	\$2,000	Custom Requests	Contact Us