



PAMIC

Pennsylvania Association of  
Mutual Insurance Companies

## 2021 Media Kit

4999 Louise Drive  
Suite 304  
Mechanicsburg, PA 17055  
[pamic.org](http://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.



- *Pulse* — a quarterly publication
- Distribution: 2,000+
- Enhanced Digital Online Version

## AD SUBMISSION

You may email your ad to Jen Smith at [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com) or send us files by going to [www.thinkgraphtech.com](http://www.thinkgraphtech.com) and clicking on the Send Us Files button.

## PULSE DEADLINES

### Winter (Jan–Mar)

Ad Reservation: 12/4/20  
 Artwork Due: 12/11/20

### Spring (Apr–June)

Ad Reservation: 3/5/21  
 Artwork Due: 3/12/21

### Summer (July–Sept)

Ad Reservation: 6/4/21  
 Artwork Due: 6/11/21

### Fall (Oct–Dec)

Ad Reservation: 9/3/21  
 Artwork Due: 9/10/21

## 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

Ads can be designed at our current hourly design rate.

Feel free to contact Jen if you have any questions: [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com) or 717.238.5751 x124.

**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.

## SPONSOR BANNER/AD

This package 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. A scrolling, clickable banner ad is also included. Only one package is available and will be sold on a first-come, first-served basis.

## 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.

## 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.

*\*Only available with purchase of additional print advertising.*



Visit us at [PAMIC.org](http://PAMIC.org)

## 2021 PAMIC Pulse Reservation Form

Please complete the form and email to Jen Smith at [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com) or fax to 717.238.3081.

### Contact Information

Contact Name

Company

Address

City

State

Zip

Phone

Fax

Email

### Pulse Advertising Information

(Place a check next to your selections below)

Member (Rates are per issue)	1x	2x	4x
Back Cover	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850	<input type="checkbox"/> \$775
Inside Back Cover	<input type="checkbox"/> \$800	<input type="checkbox"/> \$750	<input type="checkbox"/> \$675
Inside Front Cover	<input type="checkbox"/> \$800	<input type="checkbox"/> \$750	<input type="checkbox"/> \$675
Full Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$650	<input type="checkbox"/> \$575
1/2 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$550	<input type="checkbox"/> \$475
1/4 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350	<input type="checkbox"/> \$275
Business Card	<input type="checkbox"/> \$300	<input type="checkbox"/> \$250	<input type="checkbox"/> \$175

Sub-Total: \$

Non-Member (Rates are per issue)	1x	2x	4x
Back Cover	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,500
Inside Back Cover	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,300
Inside Front Cover	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,300
Full Page	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,100
1/2 Page	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$900
1/4 Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$650	<input type="checkbox"/> \$500
Business Card	<input type="checkbox"/> \$550	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300

Sub-Total: \$

### Digital Advertising

*\*Only available with purchase of additional print advertising*

Sponsor Banner/Ad Package	<input type="checkbox"/> \$600
Banner Ad	<input type="checkbox"/> \$350
Video/Audio*	<input type="checkbox"/> \$100
Interactive Links* (includes website, email, phone, and all social media links)	<input type="checkbox"/> \$25 per link or \$100 for 5 links

Sub-Total: \$

### Payment Information

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

Please charge to my credit card:  In Full  Per Issue

Visa  Mastercard  
 Discover  American Express

Credit Card Number

CIV#

Exp. Date

Print Name on Card

Signature

#### TOTAL RATE INFO

Member Ad Rate: \$ \_\_\_\_\_

Non-Member Ad Rate: \$ \_\_\_\_\_

PULSE Digital Ad Rate: \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Contact Jen Smith if you have any questions: 717.238.5751 x124 or [jen@thinkgraphtech.com](mailto:jen@thinkgraphtech.com)

SUBMIT