

Maryland Academy of PAs (MdAPA) Advertising Fee Structure

| Package | Length of Posting | Price |
|---|---|---|
| 1. Job posting to website only | 60 days 1 year – save 15% | Company \$250; annual \$1,125 Recruiter \$350; annual \$1,750 No limit to number or frequency of job postings |
| 2. Advertisement on webpage | 1 time posting (1 week) | \$200 Max 4 weeks per 3 months |
| 3. Posting on social media platforms (Facebook, Twitter, Instagram, LinkedIn) | 1 time post/like/etc. | \$50 each occurrence across all requested platforms Max 4 times per 3 months |
| 4. Advertisement in newsletter (>5,000 people) | 1 time per quarterly newsletter 1 year- save 15% | Column sized ad: \$100//\$340 ¼ page ad: \$200//\$680 ½ page ad: \$250//\$850 Full page ad: \$500//\$1,700 |
| 5. Weekly email news blast (>5,000 people) | 1 time in weekly news blast | \$100 Max 4 weeks per 3 months |
| 6. Dine and Learn events | Individual events | Company will pay for all costs incurred but has full oversight of event structure/limits |
| 7. MdAPA social events | Individual events | Companies may support MdAPA events totally or in part with unrestricted funds |

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Specific information for above fee structure:

1. Website job posting is listed under “job opportunities” section. Job is listed for 60 days. If the position is filled, another job may be posted for day(s) remaining at no additional charge.
2. Advertisement featured on home page of www.MdAPA.org for 1 week. Limit is 4 advertisements for the company/program in a 3 month period.
3. Advertisement of job/company/promotion on MdAPA social media platforms. One-time update across any/all of available platforms. Limit is 4 advertisements in a 3-month period.
4. Quarterly electronic newsletter sent to over 5,000 people. Charge based on size of advertisement. No limit to number of purchases.
5. Weekly email news blast to over 5,000 people.
6. Dine and learn
7. MdAPA events are held throughout the year and across the state. Companies may promote at such events in exchange for inclusion on advertising for event and/or promotional information at event to be determined on a case-by-case basis

General information:

- MdAPA reserves the right to refuse any advertisement request
- If a MdAPA member is placing advertisement, they are eligible for 10% discount on all product lines OR a free social media post of their promotion
- Requests for survey respondents from PA and doctoral students will be done on a case by case basis and limited only to a single publication in the weekly news blast. Any further promotion require purchase using the above fee structure.

If you are interested in any of the options above contact Management@mdapa.org