

# 2025 ADVERTISING OPPORTUNITIES

Medical Society of the State of New York

## Pulse



**Banner Advertisement Rates**  
(includes link to your website)  
Banner Ad (550 x 150)  
\$500 1x • \$750 2x • \$1000 3x

**150 Word Blurb**  
\$500 1x  
\$750 2x

**Classified ads**  
2 months (8x) \$200 flat  
rate \$250 with photos

**Pulse** is emailed to more than **50,000** New York State Physicians every Friday afternoon.

## Blast eMails

- \$400 per thousand email addresses
- Time of deployment will be within 24-48 hours of receipt of the final copy. MSSNY reserves the right to alter distribution date, based upon scheduling of in-house emails.
- MSSNY reserves the right to reject objectionable material or material that is deemed a conflict of interest with MSSNY policy and/or approved vendors.

► **For more information, please call Roseann Raia at 516-488-6100 x302 or email: [rria@mssny.org](mailto:rria@mssny.org)**

### MSSNY ADVERTISING POLICIES

- MSSNY reserves the right to refuse any advertising on the basis of editorial discretion.
- MSSNY reserves the right to terminate advertising at any time for any reason.
- MSSNY reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from content.
- Products and/or services advertised by external organizations on [www.mssny.org](http://www.mssny.org) are in no way endorsed by MSSNY.
- Customer supplied artwork must adhere to any and all trademark and copyright laws.
- Prepayment is required for all advertisements.

**Contact Roseann Raia ([rria@mssny.org](mailto:rria@mssny.org)) for annual House of Delegates advertising and sponsorship opportunities**



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865 Merrick Avenue • Westbury, New York 11590 • 516-488-6100