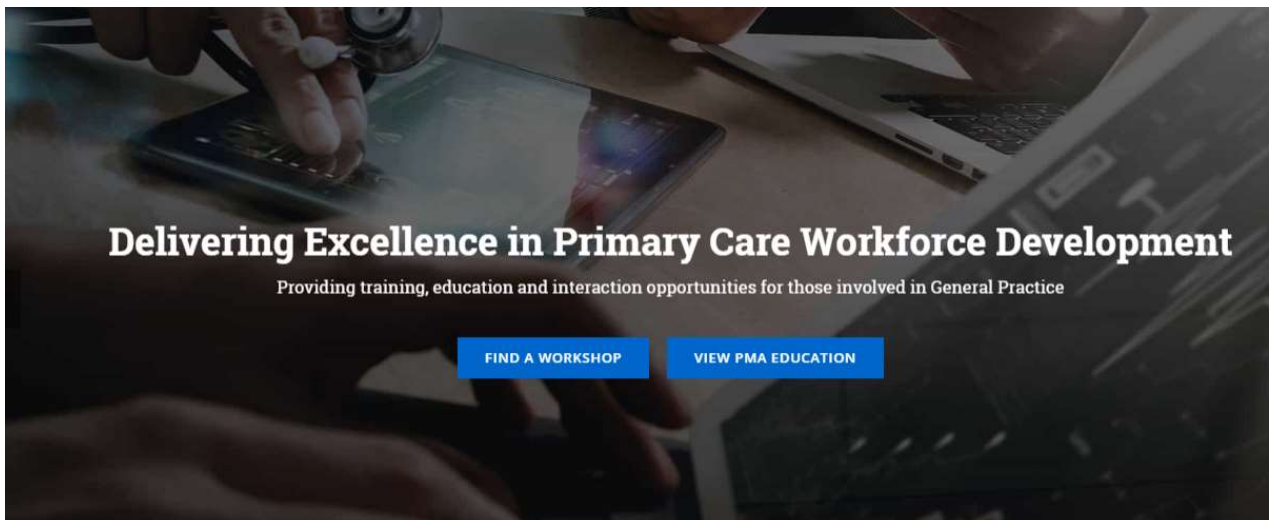




Practice Managers  
Association



# PMA MEDIA PACK 2020



The Practice Managers Association (PMA) is a UK-wide membership body that provides insight, training, education, and interaction opportunities for those involved in general practice.

## PMA PRICING FOR ADVERTORIAL AND WEBSITE ADVERTISING

We have a range of Advertising packages available:

<b>Package 1</b>	PMA website banner ad	<b>Cost: £150</b> per month (minimum 3 months)
<b>Package 2</b>	PMA website banner ad and one quarterly advertorial in PMA Newsletter	<b>Cost: £250</b> per month (minimum 3 months)
<b>Package 3</b>	PMA website banner ad, a quarterly advertorial, and a banner ad in the PMA Newsletter	<b>Cost: £350</b> per month (minimum 3 months)
<b>Online Premium package</b>	Our Premium Package includes all elements of the other packages plus a series of social media posts and a quarterly advertorial in the PMA Bulletin	<b>Cost: £450</b> per month (minimum 3 months)

The PMA newsletter is mailed to more than 45,000 + primary care staff (clinical and non-clinical) on the last Thursday of each month. We can include your key messages and an image or logo. In addition, our monthly Bulletin is distributed to all STPs, CCGs, Training Hubs and CEPN Primary Care Leads, all LMC CEOs, GP Federation and Super-Practice Leads along with NHSE, NHS Scotland, NHS Wales, NHS Digital and HEE Primary Care Managers

The PMA has an active presence across all the leading social media platforms, including Facebook, LinkedIn, Twitter, and Instagram.

## PMA PRICING FOR WEBINAR AND PODCAST SPONSORSHIP

We have a range of Webinar and Podcast Sponsorship Packages available:

<p><b>Podcast Package 1</b></p>	<p><b>Podcast “A conversation with...”</b></p> <p>PMA hosted podcast to be available on PMA website for 3 months, Q&amp;As* to be developed by sponsor. Logo to be included on the PMA website linking to your website and featured within newsletter and bulletin - sent out to our 45,000+ contacts. Also, promotion of the podcast via our social media posts - Twitter and LinkedIn.</p>	<p><b>Cost: £750</b></p>
<p><b>Podcast Package 2</b></p>	<p><b>Newsletter Case Study and Podcast “A conversation with...”</b></p> <p>Case study or White paper (1,000 words) featured in our PMA newsletter and bulletin - sent out to our 45,000+ contacts. Follow up PMA hosted podcast, which will be available on the PMA website for 6 months, Q&amp;As* to be developed by sponsor. Logo to be included on the PMA website linking to your website and promotion of the podcast to be included within PMA newsletter, bulletin and via our social media posts - Twitter and LinkedIn.</p>	<p><b>Cost: £1,000</b></p>
<p><b>Webinar Package 1</b></p>	<p><b>Sponsored Webinar (Option 1)</b></p> <p>Webinar to be hosted and facilitated by PMA on your behalf - and promoted to our 45,000+ contacts via our newsletter and bulletin. Content* to be developed by sponsor. Logo to be included on the PMA website linking to your website, the webinar booking site, the webinar system and featured on email alerts. Also, promotion of the webinar and your company’s participation via our social media posts - Twitter and LinkedIn. Sponsors will also be recognised at the beginning and end of the webinar, both in the live and on-demand versions. Webinar recording to be available on the PMA website for a minimum of 3 months after live date.</p>	<p><b>Cost: £1,850</b></p>

<p><b>Webinar Package 2</b></p>	<p><b>Sponsored PMA Webinar (Option 2)</b></p> <p>Sponsor a scheduled 1 hour PMA Webinar, which will be hosted, managed and promoted by PMA on your behalf to our 45,000+ contacts via our newsletter and bulletin. Content to be provided by PMA. Logo to be included on the PMA website linking to your website, the webinar booking site, the webinar system and featured on email alerts. Also, promotion of the webinar and your company's participation via our social media posts - Twitter and LinkedIn. Sponsors will also be recognised at the beginning and end of the webinar, both in the live and on-demand versions. Webinar recording will be available on the PMA website for a minimum of 6 months after live date.</p>	<p><b>Cost: £2,000</b></p>
<p><b>Podcast &amp; Webinar Premium package</b></p>	<p><b>Newsletter Case Study, Podcast "A conversation with..." and Sponsored Webinar</b></p> <p>This premium package offers a Case study or White paper (1,000 words) featured in our PMA newsletter and bulletin - sent out to 45,000+ contacts. Follow up PMA hosted podcast and Webinar over a two-month staggered period, both to be available on the PMA website for 6 months after live date. Logo to be included on the PMA website linking to your website, the webinar booking site, the webinar system and featured on email alerts ahead of the webinar. Promotion of the podcast and webinar to be included within PMA newsletter, bulletin (over 2 months) and via our social media posts - Twitter and LinkedIn. Podcast Q&amp;As* and Webinar content* to be developed by sponsor. Sponsors will also be recognised at the beginning and end of the podcast and webinar, both in the live and on-demand versions.</p>	<p><b>Cost: £2,750</b></p>

*\*Webinar Content and Podcast Q&As need to be relevant and engaging for our members i.e. focus on an issue, address a need, tackle a challenge they may be facing or how to improve efficiencies. All content and Q&As to be approved by PMA ahead of the podcast or webinar.*

To enquire about any of our packages or to find out more, please contact us:

Practice Managers Association  
 Telephone: 0330 111 6459  
 Email: [enquiries@practicemanagersuk.org](mailto:enquiries@practicemanagersuk.org)