

NOVEMBER 2025

Media Planner



Through the **Partner Circle Program**, MAPS collaborates with Solution Providers committed to Medical Affairs excellence, as trusted partners in meeting the needs of their Industry counterparts.

Thank you to our current Partner Circle Organizations



Joining the Partner Circle Program is more than just a listing; it's a strategic move to amplify your visibility, showcase your unique solutions and align your brand with the pinnacle of excellence in Medical Affairs.



[Browse the full Partner Circle Directory](#)

Partner Circle Program Benefits

To join the Partner Circle Program, email Luke Traeger at Ltraeger@medicalaffairs.org



BENEFITS	ASSOCIATE LEVEL \$10K/YEAR	PRINCIPLE LEVEL \$15K/YEAR	EXECUTIVE LEVEL \$25K/YEAR
Featured profile on the Partner Circle Directory	✓	✓	✓
One complimentary ad campaign per year	✓	✓	✓
Priority Exhibit Assignment at Annual Meetings	3 rd Priority	2 nd Priority	1 st Priority
Discount on Exhibits and a la carte sponsorship items (meeting sponsorships excluded)	5% Discount	10% Discount	15% Discount
Discount on Annual Meeting registration fees	5% Discount	10% Discount	15% Discount
Individual Annual Memberships	2	3	5
Free posts to the MAPS Career Center	Up to 2 Per Year	Up to 3 Per Year	Up to 4 Per Year
Regular Recognition via digital platforms, virtual meetings, and in-person conferences	✓	✓	✓
Option to sponsor an in-person Chapter event	✓	✓	✓
1 Non-Promotional Webinar Per Year, promoted and broadcast live to the MAPS community (avg 135 live attendees) OR 1 podcast episode (avg 300 downloads)	—	✓	✓
Option to serve on a Competency Team with Industry members	—	—	✓

A La Carte Sponsorships

MAPS works with Solution Providers and Industry organizations seeking to raise brand awareness, demonstrate thought-leadership, and drive connections with MAPS members and the broader Medical Affairs community.



DIGITAL CONTENT *

PODCASTS:

30-minute episode.....\$3,500
 3-episode series.....\$9,000

OPEN ACCESS ARTICLE.....\$2,900
 Recommended 1,500-2,500 word count.

GATED LEAD GEN CONTENT WITH LEADS LIST.....\$3,200
 White Paper, video, article, or any great content to generate leads.

VIDEO ADD-ON.....\$1,900

WEBINARS: Available to Executive and Partner Circle members only. Not available for purchase.

** All sponsored digital content is hosted on the MAPS Knowledge Center for 30 days and promoted to MAPS members and subscribers*

Browse examples on the [Knowledge Center](#)



MEETINGS & EVENTS

IN-PERSON CONFERENCES:

Americas Annual Meeting:
 Denver | March 2026
 Zurich | May 2026

MASTERCLASS.....\$5,000
 Exclusive sponsorship includes tabletop exhibit, 2 passes to the MasterClass, digital recognition, and thanks during the class.

VIRTUAL ROUNDTABLES.....\$10,000
 Brings together a group of Industry members to provide feedback on a topic or solution during a private meeting. Includes Innovate article hosted on the MAPS Knowledge Center.

Browse MAPS [Meetings & Events](#) Calander

Browse for [MasterClass](#) Information



DIGITAL ADVERTISING

LINKEDIN POST.....\$1,250
 33k+ followers

NEWSLETTER AD.....\$1,500
 17k+ subscribers, visual ad above the fold and a descriptive ad within the newsletter.

30-DAY WEB DISPLAY AD.....\$2,200
 Available on the home page or events page. Subject to availability.

Exclusive Sponsorships

Sponsorships available to Partner Circle Members only, in a limited supply

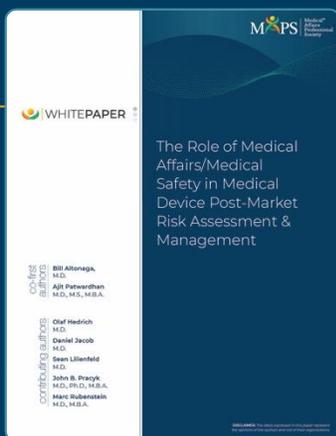
PREMIUM WHITE PAPER

\$30,000

4 AVAILABLE PER YEAR

Includes 5 LinkedIn Polls, 1 Virtual Roundtable, and a MAPS Co-authored White Paper along with promotion of the White Paper.

Roundtable participants, Sponsor, and MAPS are listed as authors.



EXAMPLE

BRAND SPOTLIGHT NEWSLETTER

\$5,000

4 AVAILABLE PER YEAR

Sponsor-written newsletter to the MAPS 14k+ subscriber base and can include links and images as desired. The sponsored content must be valuable and informative. A promotional blurb can also be included at the bottom of the newsletter.



EXAMPLE



Thank You