

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](mailto: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 <sup>rd</sup> Priority	2 <sup>nd</sup> Priority	1 <sup>st</sup> 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

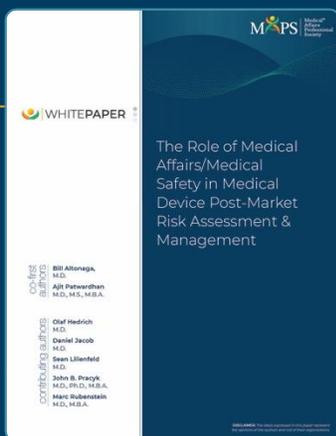
## PREMIUM WHITE PAPER

**\$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