

LeadingAge® PA

BUSINESS MEMBER

Do you want to increase your company's visibility within LeadingAge PA membership? Are you looking for the best source to reach the most LeadingAge PA members while maximizing your ad dollars?

We can help!

NEWSLETTERS

LeadingAge PA produces two regular e-newsletters to choose from based on your advertising goals:

- **Weekly Member Update**
 - **Frequency:** Weekly on Thursday
 - **Audience:** All LeadingAge PA Provider & Business Member contacts – over 4,500 recipients
 - **Average open rate:** 40.5%
- **Education Spotlight**
 - **Frequency:** Bi-weekly on Tuesdays
 - **Audience:** All member and non-member provider and business contacts – over 6,300 recipients
 - **Average open rate:** 36%

Ad Specifications

- **Option 1:** 2" x 2" standard placement ad – *most popular!*
 - 2 available per email
 - Location – Top half of newsletter
 - 1000 x 1000 pixels, 300 dpi, .PNG format
 - **Price: \$300**
- **Option 2:** 8" x 1.5" banner ad
 - 1 available per email
 - Location – top half of newsletter
 - 2400 x 450 pixels, 300 dpi, .PNG format
 - **Price: \$250**
- **Option 3:** 8" x 1.5" banner ad + advertorial content
 - 1 available per email
 - Location – top half of newsletter
 - 2400 x 450 pixels, 300 dpi, .PNG format

Take Action: Support Strong HUD Funding

Congress is writing its Department of Housing and Urban Development (HUD) funding bills for fiscal year (FY) 2026.

President Trump has asked Congress to cut HUD funding—so let Congress know the vital importance of federally assisted housing programs and the need to preserve and expand affordable housing for older adults. [Take action here.](#)

[Read GA News Update in Full](#)

SENIOR SERVICES NEWS

For up-to-date details on the changes affecting aging services, check out our weekly Government Affairs newsletter, [GA News](#) in full, and visit our website for more [senior services news](#).



Your Ad Here

- Up to 350-character advertorial content (character count does not include spaces)
- **Price: \$500**
- **Option 4: 1" x 3" standard placement ad**
 - 2 available per email
 - Location – Bottom half of email
 - 900 x 300 pixels, 300 dpi, .PNG format
 - **Price: \$200**

WEBSITE

LeadingAge PA's website is highly-trusted by aging services professionals as a source for events, news, job openings, and resources. Select from the following sponsorship options on LeadingAgePA.org:

- **Calendar of Events ([view here](#))**
 - Ensure your company's event or webinar is featured on LeadingAgePA.org's event calendar!
 - Average Monthly Views: 1,267
 - Content Specifications:
 - Your logo (.png format)
 - Title, Date, Time, Location
 - Description of event
 - Registration link or instructions
 - **Price: \$300**
- **Guest Blog ([view here](#))**
 - Leverage the visibility of LeadingAge PA's blog to share your company's expertise!
 - *Ask us for more information about submitting your guest blog post*
 - **Price: \$500**

Guidelines:

- All ad graphics and copy must be received **at least 1 week prior** to the desired distribution date.
 - Please provide the URL you would like the ad to link to with each submission.
- All ad content should be professional and relevant to the senior services field.
- Ad space is first-come, first-served and subject to availability in the schedule.
- LeadingAge PA reserves the right to modify the advertising schedule at its discretion, including but not limited to changes in publication dates, ad placement, or frequency, if deemed necessary. Advertisers will be made aware of any such changes in a timely manner.

Custom Packages Available!

Contact **Hattie Gable**, Corporate Partnerships Liaison, at hgable@leadingagepa.org to get started.