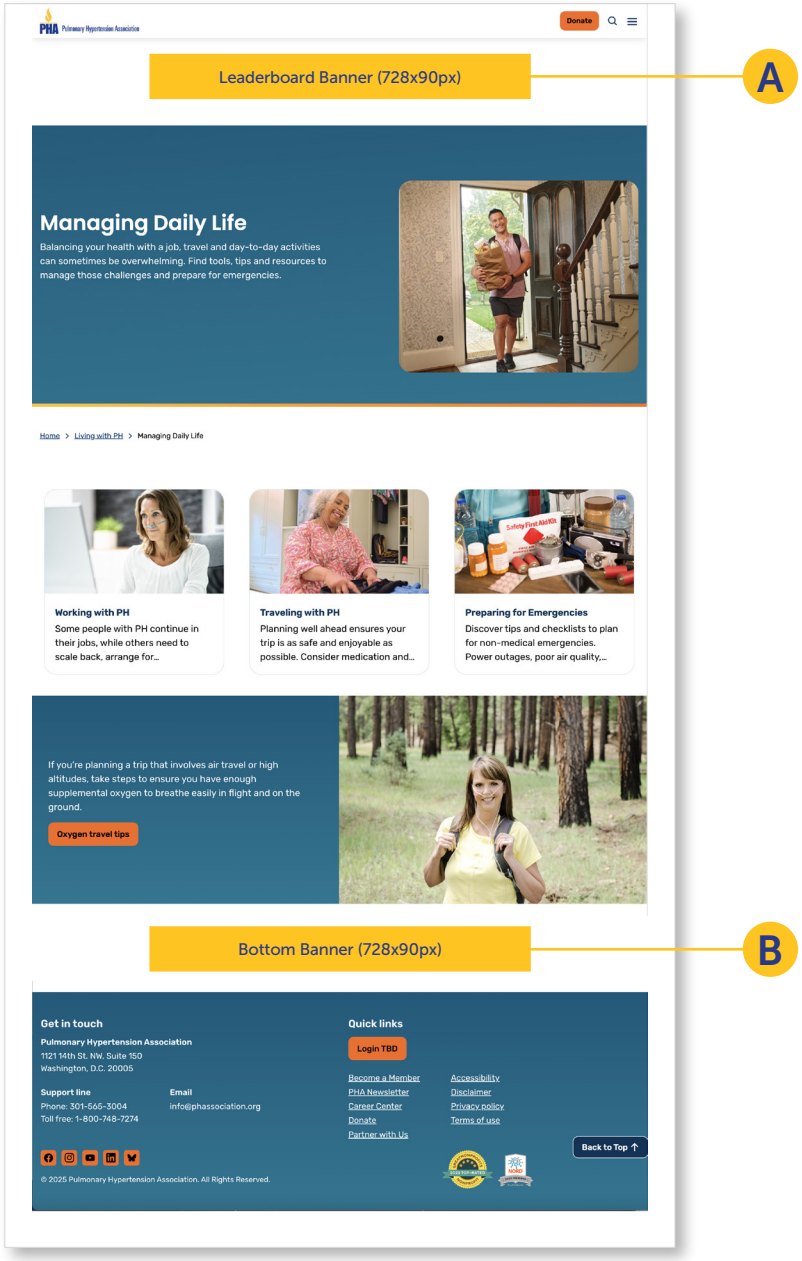
2027

MEDIA KIT

PHA Pulmonary Hypertension Association
Empowered by hope

Reach PHA Members and the PH Community on **PHAssociation.org**

PHASSOCIATION.ORG



The Pulmonary Hypertension Association

The Pulmonary Hypertension Association is an international community of more than 16,000 people with PH, caregivers, family members and health care professionals.

The website banner placements allow your company's message to be displayed prominently throughout PHAssociation.org.

Pricing

A. LEADERBOARD BANNER
728x90px | 10 available
Most interior pages
$8,000/Year

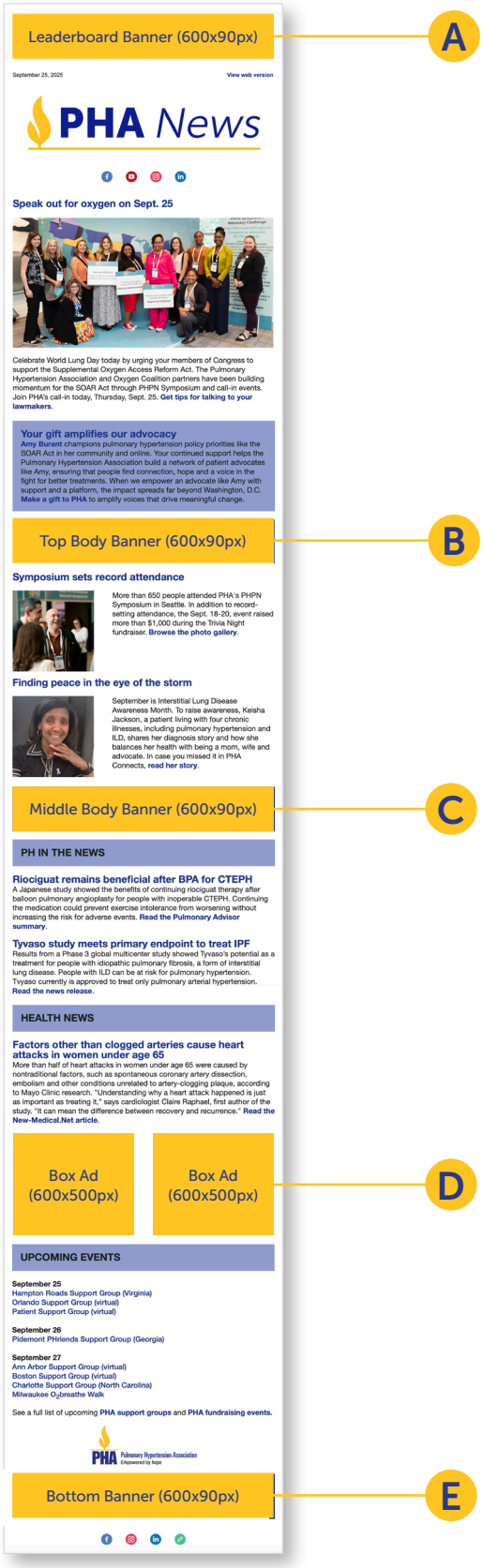
B. BOTTOM BANNER AD
728x90px | 10 available beginning 10/1/2025 | Most interior pages
$5,500/Year

All positions are available on a first-come, first-served basis and should follow PHA advertisng policy and guidelines.

Each ad can have no more than two rotating GIFs. The two GIFs together can't appear on the site for more than seven seconds.

CONTACT:
Kevin Heyen
Kevinh@phassociation.org
240-485-0767

Reach Readers of **PHA News**



About PHA News

PHA News is the Pulmonary Hypertension Association's flagship newsletter. PHA News is a trusted source of up-to-date news and features about PHA, the PHA community, advocacy, events and research.

PHA News is sent every other week to over 40,000 subscribers, with each placement allowing your company message to be displayed prominently.

Pricing

A. LEADERBOARD BANNER
600x90px
$6,300/Quarter

B. TOP BODY BANNER
600x90px
$5,800/Quarter

C. MIDDLE BODY BANNER
600x90px | 1 available
$5,200/Quarter

D. BOX AD
600x500px | 2 available
$4,500/Quarter

E. BOTTOM BANNER
600x90px
$4,200/Quarter

All positions are available on a first-come, first-served basis.

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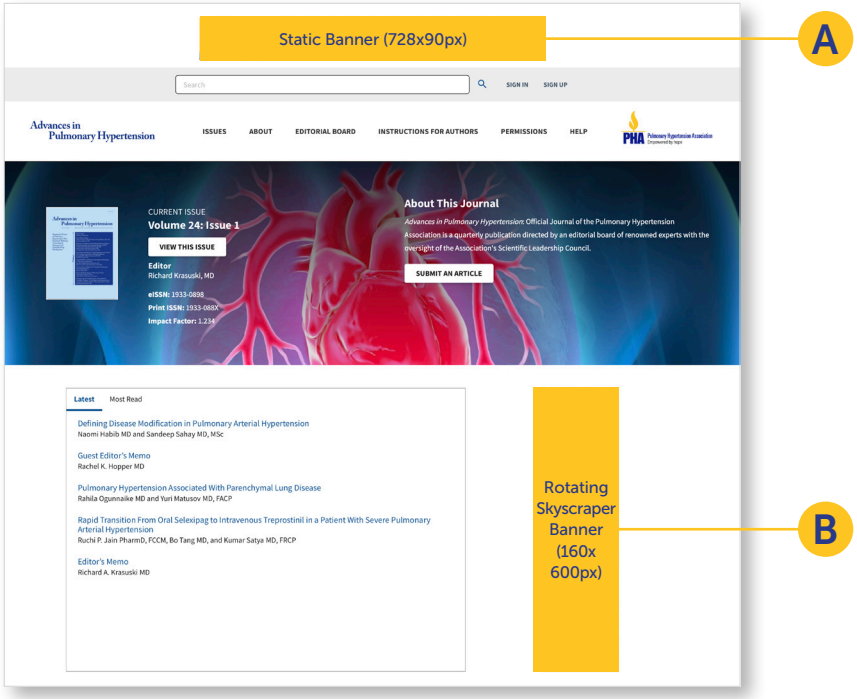
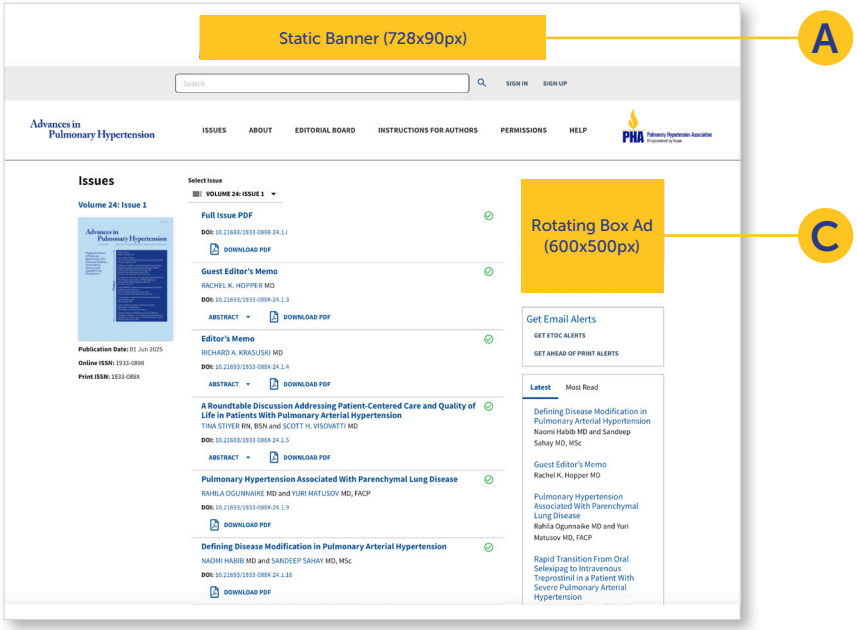
Reach Readers of **Advances In Pulmonary Hypertension**

ADVANCES IN PULMONARY HYPERTENSION WEBSITE





About Advances in Pulmonary Hypertension

Advances in Pulmonary Hypertension is the official Journal of the Pulmonary Hypertension Association. This quarterly publication is directed by an editorial board of pulmonary hypertension specialists with oversight by PHA's Scientific Leadership Council. Advances in PH informs clinicians and researchers of important trends and analyzes new findings in peer-reviewed publications. The editorial board Issue themes are independently selects issue themes after reviewing newly released data and practice gaps.

The website banner placements allow your company's message to be displayed prominently throughout the website.

Pricing

A. STATIC BANNER
728x90px & 600x500 px | 1 available
$20,000/Year

B. ROTATING SKYSCRAPER BANNER
160x600px | 10 available
Homepage only
$5,000/Year

C. ROTATING BOX AD
600x500px | 10 available
Issues page only
$5,000/Year

All positions are available on a first-come, first-served basis and should follow PHA advertising policy and guidelines.

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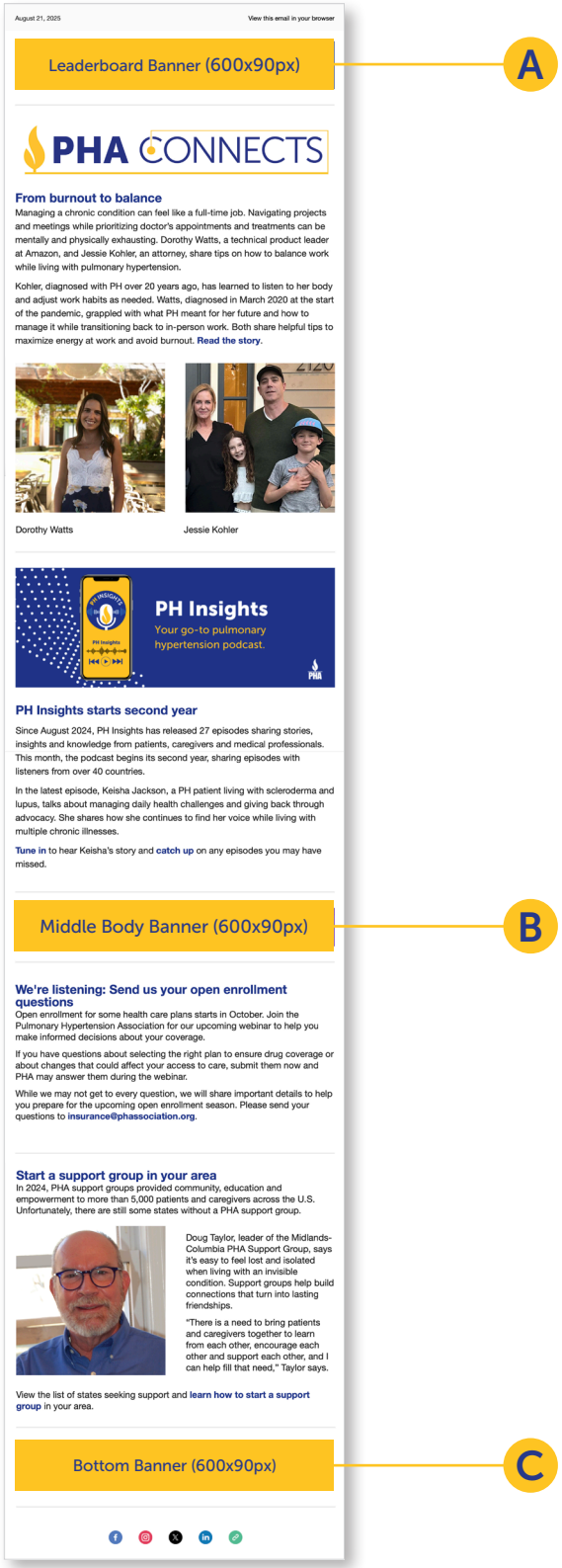
Reach the PH Community Through **PHA Connects**



About PHA Connects

PHA Connects provides patient education, live interviews and online events that matter to patient health and wellness today.

PHA Connects is sent every other week to over 37,000 subscribers. Each placement allows your company's message to be displayed prominently.

Pricing

A. LEADERBOARD BANNER
600x90px
$5,500/Quarter

B. MIDDLE BODY BANNER
600x90px
$4,800/Quarter

C. BOTTOM BANNER
600x90px
$4,200/Quarter

All positions are available on a first-come, first-served basis.

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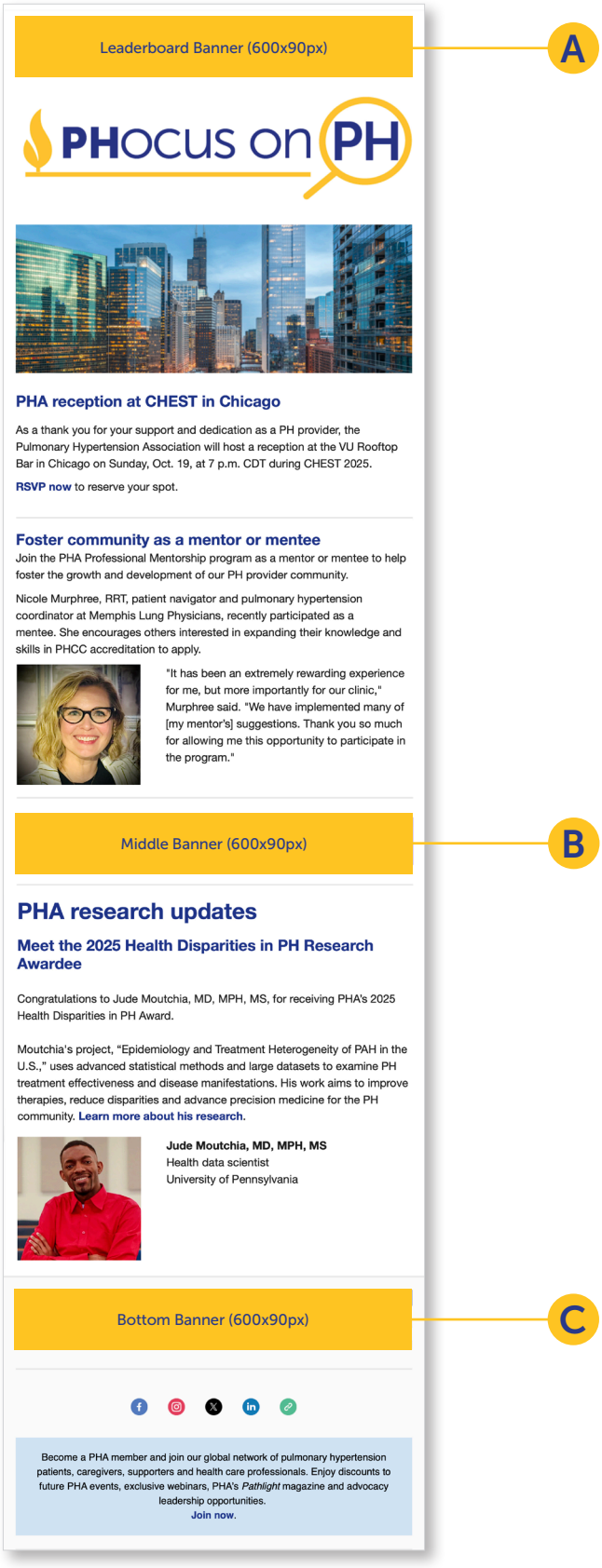
240-485-0767

Reach PH Health Care Professionals Through **PHocus on PH**



About PHocus on PH

The PHocus on PH newsletter includes updates on PHA's continuing education programs, PHCCs, the PHA Registry and research funding, as well as sections on PHA advocacy efforts, volunteer opportunities and patient resources.

PHocus on PH is sent four times per year, in March, June, September, and November/December, to over 1,000 subscribers, including accredited care centers and health care professional PHA members. Each placement allows your company's message to be displayed prominently.

Pricing

A. LEADERBOARD BANNER
600x90px
$3,200/Issue

B. MIDDLE BANNER
600x90 | 1 available
$2,200/Issue

C. BOTTOM BANNER
600x90px | 1 available
$1,700/Issue

All positions are available on a first-come, first-served basis.

CONTACT:
Kevin Heyen
Kevinh@phassociation.org
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Reach Our Members Through **PATHLIGHT Magazine**

INTERNAL FULL PAGE
INSIDE FRONT COVER
INSIDE BACK COVER
(8.5" X 11")

OUTSIDE BACK COVER
(8.5" X 8.5")

HALF PAGE
(8.5" X 5.5")

QUARTER PAGE
(4.25" X 5.5")

About Pathlight

Pathlight, the quarterly publication of the pulmonary hypertension community, provides PH news and information for patients, medical professionals and caregivers.

Full color advertising, which follows and meets PHA's advertising policy, is offered on a per issue basis, and discounts are available for contracting two or more issues.

Pricing

INSIDE FRONT COVER
8.5" x 11"
$9,750/Issue

INSIDE BACK COVER
8.5" x 11"
$9,750/Issue

OUTSIDE BACK COVER
8.5" x 8.5"
$9,950/Issue

INTERNAL FULL PAGE
8.5" x 11"
$8,250/Issue

HALF PAGE
8.5" x 5.5"
$5,500/Issue

QUARTERPAGE
4.25" x 5.5"
$2,750/Issue

ISSUE SPONSOR: Include your own insert in a polybag wrap. **$22,000/Issue**.

MEMBERSHIP SPONSOR: Include your insert mailed to all members and an additional 5,000 nonmembers as part of a membership campaign. Contact us for more details.

All positions are sold on a first-come, first-served basis.

All placements require the following upon submission:

0.25" margin | 0.125" bleed | 300dpi | PDF

CONTACT:
Kevin Heyen
Kevinh@phassociation.org
240-485-0767

PATHLIGHT Magazine
2027 Advertising Deadlines

ISSUE 1	EDITORIAL THEME
ISSUE DATE: Feb. 26, 2027	***Genetics*** • Genetic mutations that cause PH • BMPR2 breakthrough at PHA's first conference • When to get genetic testing for PH • What genetic testing entails
AD SPACE DEADLINE: Dec. 18, 2026	
AD MATERIAL DUE: Feb. 1, 2027	

ISSUE 2	EDITORIAL THEME
ISSUE DATE: May 26, 2027	***PH and the Environment*** • Summer heat • Wildfires • High altitude • Indoor air quality and workplace hazards
AD SPACE DEADLINE: March 12, 2027	
AD MATERIAL DUE: April 23, 2027	

ISSUE 3	EDITORIAL THEME
ISSUE DATE: Aug. 18, 2027	***Reproductive Health*** • Life transitions: puberty and menopause • Family planning guidance • Pregnancy risks • What to expect at Symposium
AD SPACE DEADLINE: June 10, 2027	
AD MATERIAL DUE: July 16, 2027	

ISSUE 4	EDITORIAL THEME
ISSUE DATE: Dec. 15, 2027	***Pediatrics*** • Transition from pediactric to adult care • Heart defects and PH • Comfort care for kids • Pediatric PH treatments
AD SPACE DEADLINE: Sept. 24, 2027	
AD MATERIAL DUE: Nov. 12, 2027	

Reach the PH Community Through
PH Insights Podcast

PH Insights Podcast

Partners can extend their reach by sponsoring our PH Insights podcast, a trusted source of information for patients, caregivers and health care professionals in the pulmonary hypertension community.

Sponsorship includes a short, verbal acknowledgment read by our host (limited word count, highlighting the partner and key message) as well as brief sponsor information and a link included in the episode show notes.

Pricing

Advertising in co-created podcasts handled separately. See podcast section above.

$500 per episode (20 episodes)
$9,500 annually

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