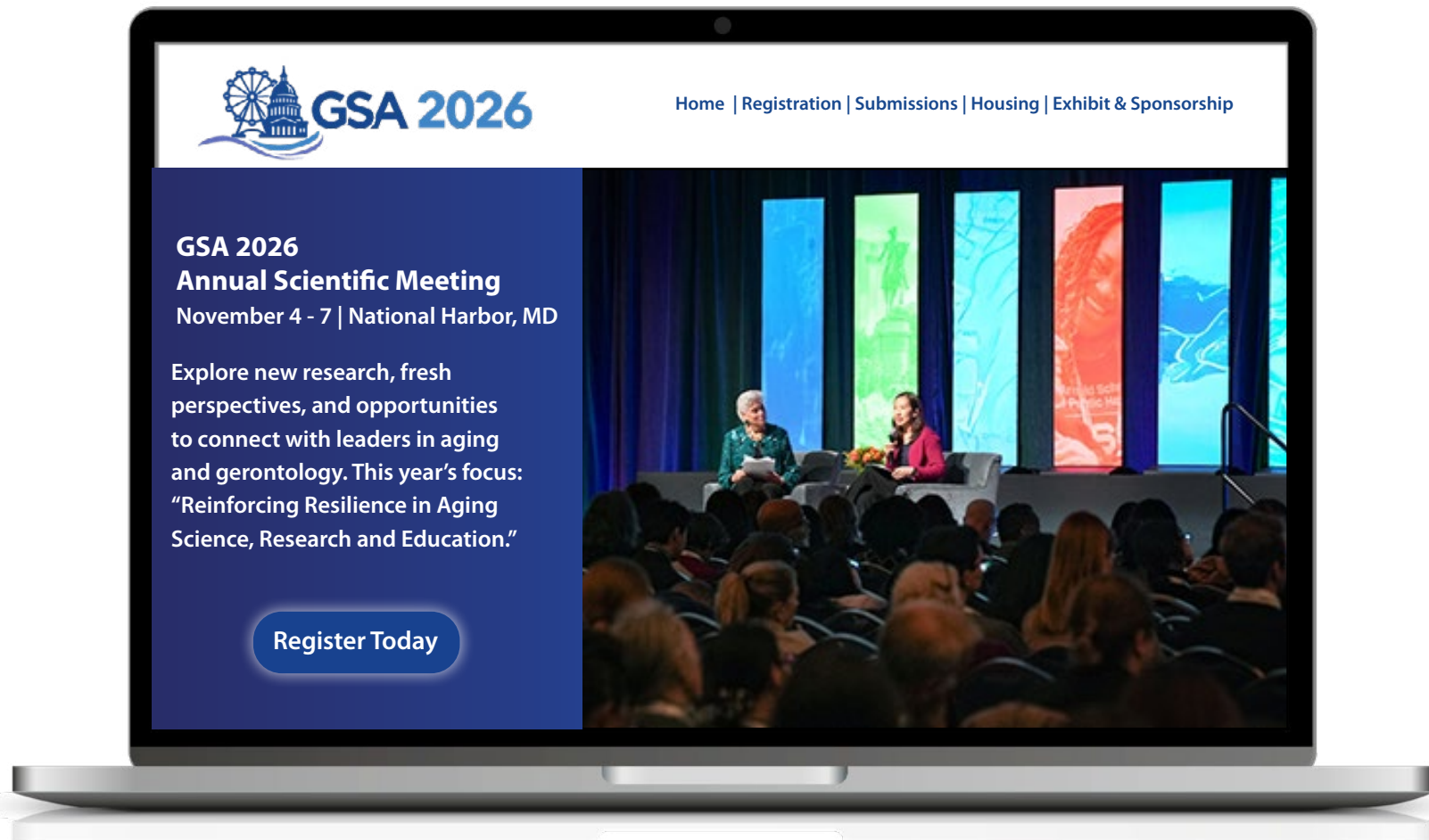


Boost Your Visibility with GSA Advertising Opportunities



About the Gerontological Society of America

Who is the Gerontological Society of America?

GSA is the oldest and largest interdisciplinary organization devoted to research, education, and practice in the field of aging. GSA's principal mission — and that of our 6,000+ members — is to promote the study of aging and disseminate information to scientists, decision makers, and the general public.

What We Do

Founded in 1945, GSA fosters interdisciplinary collaboration among behavioral and social scientists, physicians, nurses, biologists, psychologists, social workers, educators, economists, policy experts, practice leaders, those who study the humanities and the arts, and many other scholars and researchers in aging. We believe the intersection of research from diverse areas is the best way to foster ingenuity, achieve the greatest impact, and promote optimal experiences of aging.

Through networking and mentorship opportunities, we provide a professional “home” for career gerontologists and students at all levels. We know these individuals are our legacy and it is crucial we support those who follow in our footsteps.

Our Vision:

Meaningful Lives As We Age.

Our Mission:

Foster Excellence, Innovation, and Collaboration to Advance Aging Research, Education, Practice, and Policy.

Organizational Values

- Advocate for researchers, clinicians and educators in the field of aging.
- Engage with and deliver value to members by providing resources and opportunities to support members and stakeholders in the field of aging.
- Support health equity in our membership, leadership, advocacy, and dissemination efforts to ensure that gerontological research, education, clinical practice, and social policy address the needs of all older adults, their families, and communities.
- Ensure that the best available research, education, and practice inform policies, programs, products, and services.

GSA Interest Groups

GSA's 60+ interest groups convene around interdisciplinary topics, fostering networking, resource-sharing, collaboration on research projects and symposia, and volunteering opportunities year-round. Members engage through their interest group's GSA Connect Community, virtual meetings, and programs, with additional in-person meetings held at the Annual Scientific Meeting.

Some examples include:

- Aging Workforce
- Alzheimer's Disease and Related Dementias
- Cancer and Aging
- Environmental Gerontology
- Family Caregiving
- Human-Animal Interaction
- International Comparisons of Healthy Aging
- Mental Health Practice and Aging
- Pharmaceutical Care and Outcomes Research
- Nutrition
- Sleep, Circadian Rhythms, and Aging
- Technology and Aging

Disciplines Represented

Discipline	%
Gerontology	19%
Psychology	17%
Nursing	12%
Social Worker	8%
Public Health	7%
Sociology	7%
Medicine	6%
Other	5%
Biology	3%
Geriatrics	3%
Epidemiology	3%

Discipline	%
Education	1%
Economics	1%
Law & Policy	1%
Physical Therapist	1%
Anthropology	1%
Occupational Therapist	1%
Nutrition	1%
Neurology	1%
Humanities & Arts	1%
Rehabilitation	1%

Gerontological Society of America Member Demographics

Who Are Our Members

GSA members comprise a diverse community of 6,000+ professionals, including physicians, nurses, psychologists, behavioral and social scientists, social workers, biologists, economists, policy experts, and researchers in aging. Spanning more than 50 countries, our members work in various settings, from hospitals to universities. GSA is a professional 'home' for career gerontologists and students at all levels. Whether you aim to sell a product, promote a program, or change attitudes, GSA provides a platform to connect with the opinion leaders in gerontology. Join us to reach the most diverse and dynamic professionals in the aging field.

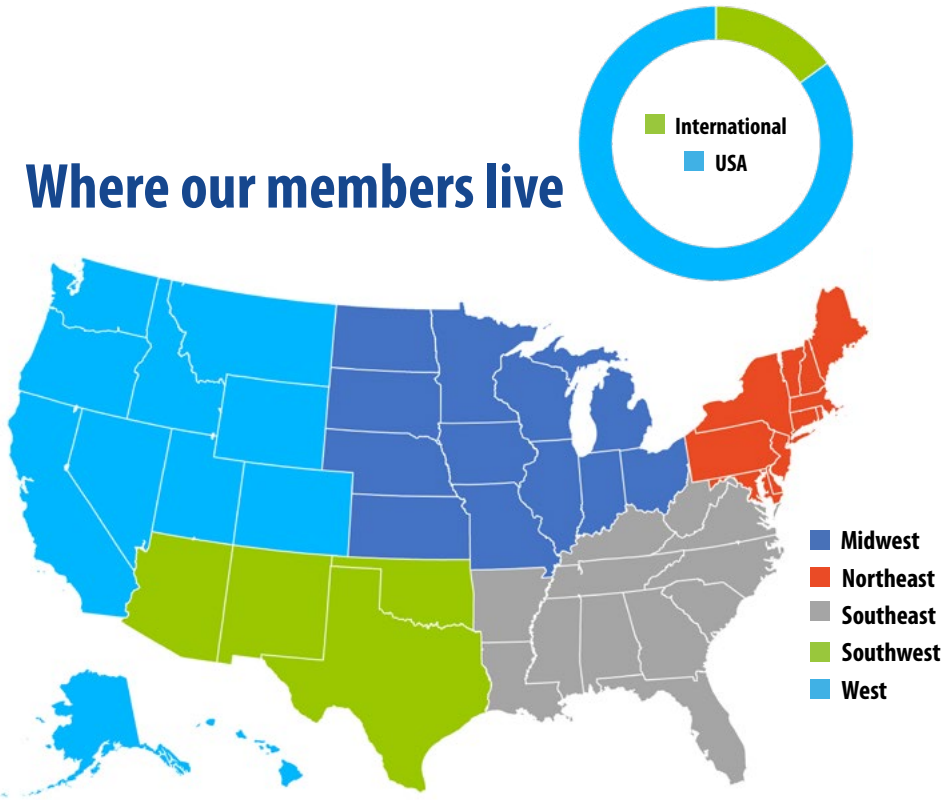
GSA Membership Groups

GSA categorizes member groups based on areas of emphasis and includes an at-large group with no specific affiliation.

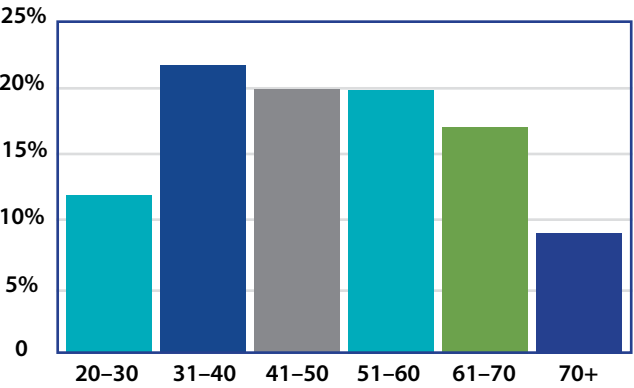
- Academy for Gerontology in Higher Education (AGHE)
- Behavioral and Social Sciences (BSS)
- Biological Sciences (BioSci)
- Emerging Scholar and Professional Organization (ESPO)
- Health Sciences (HS)
- Social Research, Policy, and Practice (SRPP)
- At-Large (AT) / No Group Affiliation



Where our members live



Average Age



Digital Media Advertising Opportunities

Gerontology News

Gerontology News is a monthly online publication distributed to 6,000+ GSA Member professionals worldwide in the field of aging. It comprehensively covers GSA events, member news, journal updates, funding opportunities, new resources, policy issues, research findings, and student interests. Gerontology News is exclusively available on geron.org, offering convenient access to the latest developments in gerontology for readers around the globe.

Artwork must be submitted by the first of the preceding month for insertion.
Format: High Resolution 300 dpi pdf

Size In Inches	Cost
Full-Page — 8" x 10"	\$1,200
1/2 Page Horizontal — 8" x 5"	\$800
1/4 Page — 4" x 5 1/4"	\$500
1/8 Page — 3 3/4" x 2 1/4"	\$300

Submit a Sample

NEW to GSA Advertising?

To ensure that your advertising aligns with our mission and values, we kindly request that you provide a sample of the advertisement you wish to run. This will allow us to review and ensure that it promotes a healthy and respectful perspective on aging.

Already advertised with us in the past?

Submit your ads and payment here.

Submit Payment and Ad

Additional Opportunities

GSA Announcements

GSA Announcements is the Society-wide member e-Newsletter, circulated to over 6,000 members every two weeks. This publication delivers timely industry or Society news updates, event information, and deadline reminders with an average open rate of 70%.

Size and Pricing

Ad Size — 570 x 150 px
Cost — \$750
Format: JPG or PNG

Ads run the first and third week of the month. Artwork due Week one (Due 15th of the month prior) • Week three (Due First of the month)

Web Advertising on the GSA Website, geron.org

GSA's website attracts members and non-members seeking resources, tools, and the latest information in the aging field. Visitors can explore GSA podcasts, webinars, journal articles, toolkits, job postings via AgeWork, and essential event details. With an average of 60,000 page views and approximately 15,000 users monthly, Geron.org serves as a prime platform for reaching a diverse audience.

Size and Pricing

Ad Size — 1200 pixels x 250 pixels **Cost** — \$800
The listed price is a monthly rate and applies to ad placements across the Membership, Careers & Learning, News & Events, and Resource pages of the website. Advertisements must be submitted by the 25th of the month prior to placement (for example, January 25 for February ads).

Job Posting

GSA AgeWork: Connecting top talent with opportunities.

Post. Interview. Hire. It's that simple. AgeWork stands as the most comprehensive job platform in the field of aging. Find the best and brightest candidates!

Discover Top Talent:

- The #1 resource for job seekers aiming to advance their careers in aging
- Access a database of highly qualified candidates
- Easily save and manage applications and resumes of potential recruits
- Showcase your company culture, benefits, and job openings with a customi

Post your job listing and discover pricing at agework.geron.org



GERONTOLOGICAL SOCIETY OF AMERICA® | ANNUAL SCIENTIFIC MEETING

Gerontology News — Annual Scientific Meeting Print Edition

Consider placing an ad in the Special Issue of Gerontology News that will be delivered directly to over 4,500 professionals attending the GSA 2026 Annual Scientific Meeting where leaders in aging and gerontology connect for pioneering research, education, and insight. This exclusive print edition is the only publication distributed at the meeting, ensuring unmatched visibility and direct connection with experts in the field.

Artwork must be submitted by September 15, 2026.
Format: High Resolution 300 dpi pdf

Submit Payment and Art

Position/Size	Cost
Back Cover: 8" x 10"	\$1,800
Inside Cover: 8" x 10"	\$1,600
Inside Back Cover: 8" x 10"	\$1,400
Interior Full-Page: 8" x 10"	\$1,200
Interior 1/2 Page Horizontal: 8" x 5"	\$700
Interior 1/4 Page: 4" x 5 1/4"	\$500
Interior 1/8 Page: 3 3/4" x 2 1/4"	\$300