The Gerontological Society of America (GSA) is the largest and most established interdisciplinary organization devoted to research, education, and practice in the field of aging. GSA’s principal mission — and that of our 5,500 members — is to promote the study of aging and disseminate information to scientists, decision makers, and the general public. We believe the intersection of research from diverse areas is the best way to foster ingenuity, achieve the greatest impact, and promote healthy aging.
About GSA Members

GSA members are comprised of 5,500 physicians, nurses, psychologists, behavioral and social scientists, social workers, biologists, economists, policy experts and many other scholars and researchers in aging. They also work in a variety of work settings from hospitals to universities. Our members come from more than 50 countries. Whether your goal is to sell a product or change attitudes, GSA can help you reach the opinion leaders in gerontology.

Reach the most diversified and dynamic group of people that work in the aging field.
**Member Demographics**

**Primary Work Settings**

- **Academic Institution:** 76%
- **Non-Profit:** 3%
- **Hospital or Community Clinic:** 4%
- **Federal, State, Local Government:** 2%
- **Private Industry:** 5%
- **Long-Term Care:** 6%
- **Private Practice:** 2%
- **Other:** 17%

**Disciplines**

- **Gerontology:** 21%
- **Psychology:** 20%
- **Nursing:** 17%
- **Social Work:** 13%
- **Medicine:** 9%
- **Sociology:** 8%
- **Public Health:** 7%
- **Other:** 7%

**Other Disciplines:**
- Biology
- Geriatrics
- Education
- Epidemiology
- Law/Policy
- Economics
- Pharmacy
- Physical Therapy
- Neurology
- Other Disciplines:
  - Anthropology
  - Nutrition
  - Occupational Therapy
  - Architecture/Housing
  - Humanities/Arts
  - Psychiatry
  - Rehabilitation
  - Speech Therapy
  - Anesthesiology
  - Recreation

**Gender**

- **Female:** 31%
- **Male:** 69%

**Age Demographics**

- **18 - 25:** 20%
- **26 - 35:** 22%
- **36 - 45:** 18%
- **46 - 55:** 20%
- **56 - 65:** 18%
- **Over 66:** 2%
GSA Publications
Enhance Your Visibility with Multi-Channel Advertising

**Gerontology News**
Gerontology News is a monthly print publication and sent to more than 5,000 researchers, scientists, doctors, nurses, policy makers, social workers, research biologists, and other professionals from around the world in the field of aging. This publication reports on GSA events (including the Annual Scientific Meeting), member news, journal news, funding opportunities, new resources, policy issues, research findings, and student interests. Gerontology News is also available on geron.org.

**Gerontology Announcements**
GSA Announcements is the society wide member e-Newsletter. This publication has 26 issues per year and is circulated to more than 5,000 members. The newsletter includes timely updates about industry or society news, event information, and deadline reminders. Open rates are slightly above industry standards with an average open rate of 36% and a click-through rate of 6%.

**Web Advertising**

**GSA’s website** draws member, non-members who are searching for resources, tools, and the latest information in the aging field. Users can access GSA podcasts, webinars, journal articles, toolkits, search and post jobs through AgeWork, and find vital event information. Geron.org averages 82,000 page views and about 17,500 users monthly.

**GSA Connect**, our online networking platform exclusively for members, is another web advertising option. The average monthly page views are 600 (unique) and the average monthly users is 2,650.

**GSA Connect Daily Digest** is a daily electronic notification to all member subscribers summarizing discussions from the online networking platform. These notifications are sent out 365 days a year with a circulation of 5,500 people and an average open rate of 30%.
Gerontology News (Black and White)
Please check the issues you want to advertise in.

☐ Issue: January 2020
Artwork Deadline: December 2, 2019

☐ Issue: July 2020
Artwork Deadline: June 1, 2020

☐ Issue: January 2021
Artwork Deadline: December 1, 2020

☐ Issue: February 2020
Artwork Deadline: January 1, 2020

☐ Issue: August 2020
Artwork Deadline: July 1, 2020

☐ Issue: February 2021
Artwork Deadline: January 1, 2020

☐ Issue: March 2020
Artwork Deadline: February 3, 2020

☐ Issue: September 2020
Artwork Deadline: August 3, 2020

☐ Issue: March 2021
Artwork Deadline: February 1, 2020

☐ Issue: April 2020
Artwork Deadline: March 2, 2020

☐ Issue: October 2020
Artwork Deadline: September 1, 2020

☐ Issue: April 2021
Artwork Deadline: March 1, 2021

☐ Issue: May 2020
Artwork Deadline: April 1, 2020

☐ Issue: November 2020
Artwork Deadline: October 1, 2020

☐ Issue: June 2020
Artwork Deadline: May 1, 2020

☐ Issue: December 2020
Artwork Deadline: November 2, 2020

Gerontology News rates and sizes:

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<tr>
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<tr>
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<td>Full page</td>
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<td>$1,170</td>
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<td>$775</td>
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<td>5¼</td>
<td>$540</td>
<td>$430</td>
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<td>⅛ page</td>
<td>3½</td>
<td>2¼</td>
<td>$300</td>
<td>$275</td>
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</tbody>
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**Camera-ready copy must be provided in electronic format and require no formatting by the designer.

**Please use type no smaller than 10 points.

If you are purchasing multiple issues and wish to change your artwork from issue to issue, you must submit all new artwork by the deadlines listed above.

Fill out order forms, sign terms and conditions page, and send to advertising@geron.org
AgeWork

Connecting top talent with opportunity

Post. Interview. Hire. It’s that simple.

AgeWork is the most comprehensive job platform in the field of aging.

Find Top Talent:
• #1 resource for job seekers who want to advance their career in aging
• Search the database of highly qualified candidates
• Save and manage applications and resumes of potential recruits
• Create your company profile to promote company culture, benefits, and job openings

Find the best and the brightest!

Post your job listing and find pricing at Geron.org/postajob.
GSA Announcements

Please check the issues you want to advertise in.

- Issue: 1/21/2020
  Artwork Deadline: 1/16/2020
- Issue: 5/19/2020
  Artwork Deadline: 5/14/2020
- Issue: 9/22/2020
  Artwork Deadline: 9/17/2020

- Issue: 2/4/2020
  Artwork Deadline: 1/30/2020
- Issue: 6/2/2020
  Artwork Deadline: 5/25/2020
- Issue: 10/6/2020
  Artwork Deadline: 10/1/2020

- Issue: 2/18/2020
  Artwork Deadline: 2/13/2020
- Issue: 6/16/2020
  Artwork Deadline: 6/11/2020
- Issue: 10/20/2020
  Artwork Deadline: 10/15/2020

- Issue: 3/3/2020
  Artwork Deadline: 2/27/2020
- Issue: 6/30/2020
  Artwork Deadline: 6/25/2020
- Issue: 11/3/2020
  Artwork Deadline: 10/29/2020

- Issue: 3/17/2020
  Artwork Deadline: 3/12/2020
- Issue: 7/14/2020
  Artwork Deadline: 7/9/2020
- Issue: 11/17/2020
  Artwork Deadline: 11/12/2020

- Issue: 3/31/2020
  Artwork Deadline: 3/26/2020
- Issue: 7/28/2020
  Artwork Deadline: 7/23/2020
- Issue: 12/1/2020
  Artwork Deadline: 11/26/2020

- Issue: 4/14/2020
  Artwork Deadline: 4/9/2020
- Issue: 8/11/2020
  Artwork Deadline: 8/6/2020
- Issue: 12/15/2020
  Artwork Deadline: 12/10/2020

- Issue: 4/28/2020
  Artwork Deadline: 4/23/2020
- Issue: 8/25/2020
  Artwork Deadline: 8/20/2020
- Issue: 12/29/2020
  Artwork Deadline: 12/17/2020

- Issue: 5/12/2020
  Artwork Deadline: 5/7/2020
- Issue: 9/8/2020
  Artwork Deadline: 9/3/2020

GSA Announcements rates and sizes:

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<tbody>
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<td>Banner</td>
<td>750 pixels</td>
<td>120 pixels</td>
<td>$820</td>
<td>$745</td>
<td>$670</td>
</tr>
</tbody>
</table>

Prices listed are per issue

Deadlines

GSA Announcement orders must be received before the artwork deadline of the publication date you are reserving. If you are purchasing multiple issues and wish to change your artwork from issue to issue, you must submit all new artwork by the deadline terms.

All Digital Ad Specifications

Image must not exceed size specified above. GSA is not responsible for any errors due to ads that do not meet size specifications. All artwork files must be in high resolution and submitted in JPEG, PNG, or GIF format. Animated GIFs are not accepted. Include the URL to which the ad should resolve. Email the artwork and URL to advertising@geron.org.

Fill out order forms, sign terms and conditions page, and send to advertising@geron.org.
Website Advertising

Please check the options you want to advertise in.

<table>
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<th>3X</th>
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</thead>
<tbody>
<tr>
<td>Geron.org</td>
<td>728 px</td>
<td>90 px</td>
<td>$420</td>
<td>$385</td>
<td>$320</td>
</tr>
<tr>
<td>GSA Connect</td>
<td>300 px</td>
<td>250 px</td>
<td>$380</td>
<td>$340</td>
<td>$300</td>
</tr>
</tbody>
</table>

*Prices listed are per month, per property*

**GSA Connect Daily Digest**

*Increase your reach and add another touch point. Add on a Daily Digest ad (125 pixels x 125 pixels).*

- $100 per month (full month run)

**Website Deadlines**

Online orders and advertisements should be submitted by the 25th of the month prior to placement (e.g. January 25 for February ads). Ads will be posted on the first of each month. For Geron.org ads, they will appear in a rotation on all pages of the GSA website except the home page.

**All Digital Ad Specifications**

Image must not exceed size specified above. GSA is not responsible for any errors due to ads that do not meet size specifications. All artwork files must be in high resolution and submitted in JPEG, PNG, or GIF format. Animated GIFs are not accepted. Include the URL to which the ad should resolve. Email the artwork and URL to advertising@geron.org.

Fill out order forms, sign terms and conditions page, and send to

[advertising@geron.org](mailto:advertising@geron.org)
Additional Opportunities

Annual Scientific Meeting
As one of the major events in aging, our conference offers you the ideal occasion not only to show your support for advancing the field but also to build your brand, value, and connections. It’s the ultimate networking event experience to showcase your company’s products and services before leading professionals in the aging arena who have the decision-making authority and purchasing power for you to make the sale. GSA Annual Scientific Meeting attendees represent aging on a global scale, with individuals coming from more over 40 countries representing the fields of geriatrics, biological sciences, nursing, nutrition, medicine, social work, economics, policy, psychology, and more. For exhibition or advertising opportunities contact Exhibits and Advertising Manager, exhibits@geron.org.

Journal Advertising
Contact GSA’s publisher, Oxford University Press, to discuss the opportunities available to you.

- The Journals of Gerontology Series A Media Kit
- The Journals of Gerontology Series B Media Kit
- The Gerontologist Media Kit
- Public Policy & Aging Report Media Kit

GSA Mailing List
Purchasing our member contact list offers direct access to thousands of engaged professionals. Renting the GSA member list is an effective direct marketing tool you can use to inform these prospects, letting them know you are eager to conduct business and maintain a top-of-mind presence throughout the year. We offer the option to contact our member via mailing address or email address. For more information, counts, or to place an order, contact INFOCUS Marketing at 800-708-5478, sales@InfocusMarketing.com, or view list details online at www.infocusmarketing.com/lists/GSA

Custom Packages
Not sure what is right for your company or campaign? Contact our marketing department for a custom multi-channel package that will fit your unique needs and budget. Email us at advertising@geron.org for more information.
Advertising Terms and Conditions

GSA reserves the right to determine the acceptability of applications for advertisements. The products or services to be advertised must be of professional or educational interest, or beneficial to the members, and are, in the opinion of GSA, related to the field of gerontology. GSA accepts ads for conferences and special events, fellowships, jobs, and degree programs relevant to the field of aging. GSA reserves the right to reject or discontinue any advertising.

Payment is due in full within thirty (30) days of ad submission to GSA. We do not pay commission on the price of the advertisement.

Notice of cancellation must be made in writing and sent to advertising@geron.org within five (5) business days of reserving the advertisement for a 50% refund minus a $25 processing fee. Any cancellation made after that time will receive no refund. Please note that no refund will be made for any advertisements that have already run.

Submitted by (please print): _________________________________________________________

Signature: _____________________________ Date: _____________________________

Billing Information:

Company Name: __________________________________________________________________

Contact Person: _____________________________ Phone Number: _____________________________

Address: ________________________________________________________________________

City: _____________________________ State: ___________ Zip: _____________________________

Contacts

GSA Advertising
The Gerontological Society of America
1220 L St. NW, Suite 901
Washington, DC 20005
202-842-1275 (phone)
202-587-2088 (fax)
advertising@geron.org

Fill out order forms, sign terms and conditions page, and send to advertising@geron.org