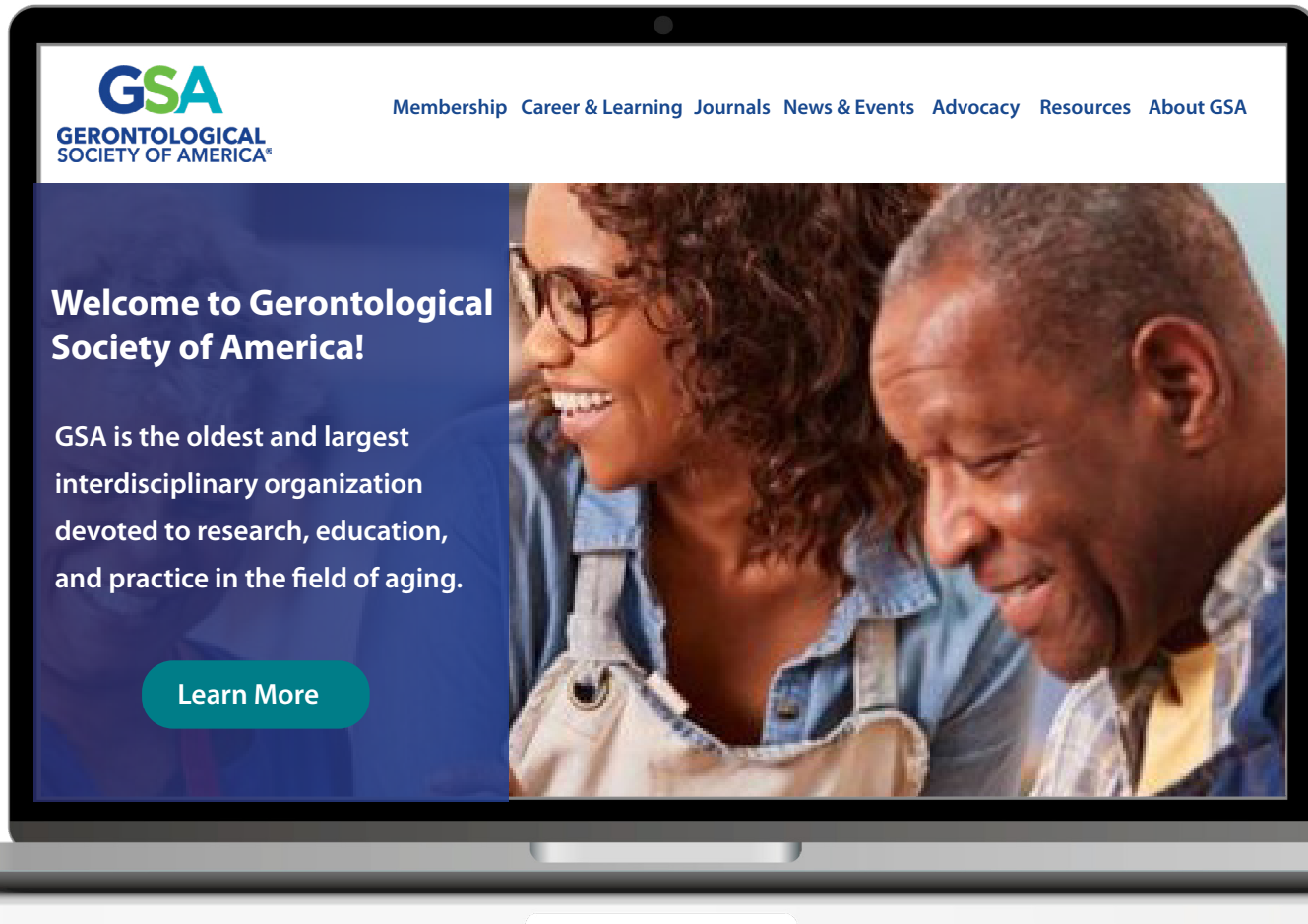




## Advertising Prospectus

# Boost Your Visibility with GSA Digital Media Advertising Opportunities



- ▶ [About GSA](#)
- ▶ [Demographics](#)
- ▶ [Advertise with GSA](#)
- ▶ [Additional 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

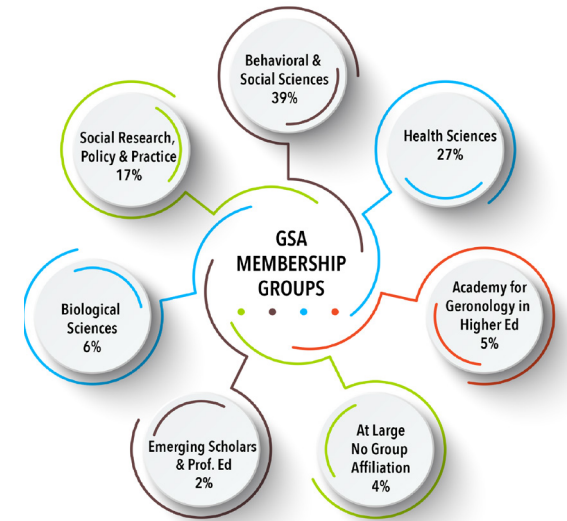
## Who Are Our Members

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.

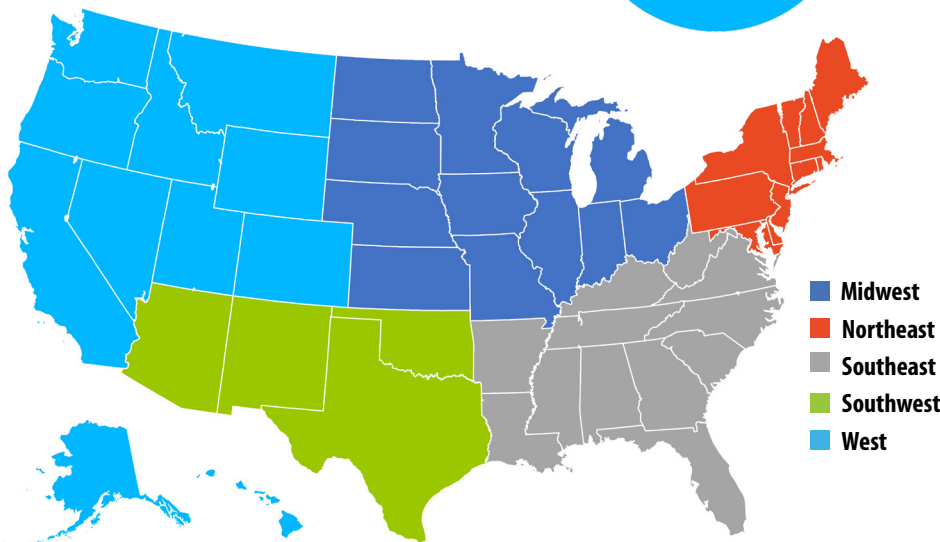
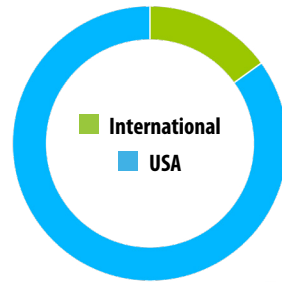
## GSA Membership Groups

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

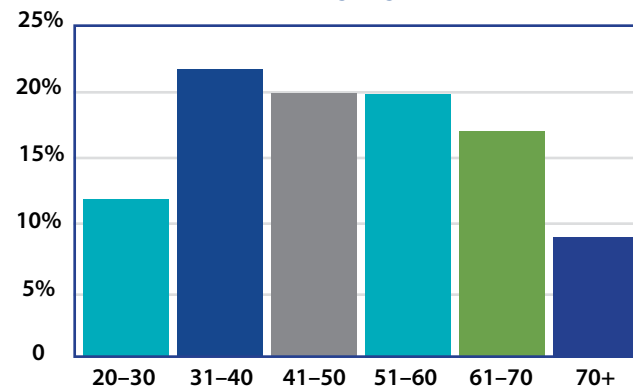
- Academy for Gerontology in Higher Education (AGHE)
- Behavioral and Social Sciences (BSS)
- Biological Sciences (BioSci)
- Emerging Scholar and Professional Organization (ESPO)
- Health Sciences (HS)
- Social Research, Policy, and Practice (SRPP)
- At-Large (AT) / No Group Affiliation



## 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.

**Format:** High Resolution 300 dpi pdf

Size In Inches	Cost
<b>Full-Page</b> — 8" x 10"	\$1,230
<b>1/2 Page Horizontal</b> — 8" x 5"	\$815
<b>1/4 Page</b> — 4" x 5 1/4"	\$450
<b>1/8 Page</b> — 3 3/4" x 2 1/4"	\$290



## 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.

## Gerontology Announcements

GSA Announcements is the Society-wide member e-Newsletter, circulated to over 6,000 members approximately every two weeks. This publication delivers timely industry or Society news updates, event information, and deadline reminders with an average open rate of 50%.

### Size and Pricing

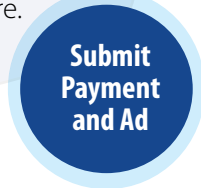
**Ad Size** — 570 x 150 px

**Cost** — \$785

**Format:** JPG or PNG

## Already advertised with us in the past?

Submit your ads and payment here.



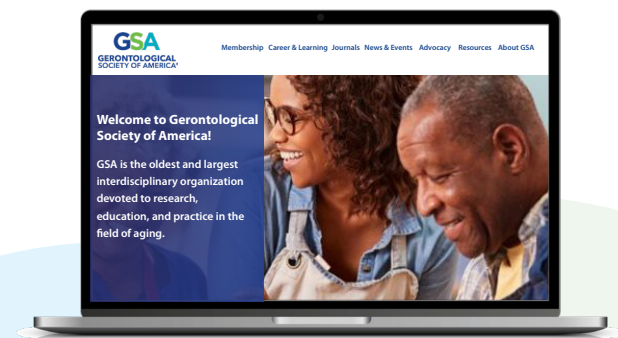
## Web Advertising- GSA Website geron.org

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

Price listed is per month and will appear in the Member Center area of website. Online orders and advertisements should be submitted by the 25th of the month prior to placement (e.g. January 25 for February ads).



# Additional Opportunities

## GSA Annual Scientific Meeting

Elevate your organization's presence and impact by advertising, sponsoring, or exhibiting at our conference. With a global audience of professionals from diverse disciplines in aging, including geriatrics, biological sciences, nursing, nutrition, medicine, social work, economics, policy, psychology, and more, you'll gain unparalleled visibility and connections. Explore opportunities by visiting the [GSA Annual Scientific Meeting website](#).

## 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 customized company profile.

**Post your job listing and discover pricing at [agework.geron.org](http://agework.geron.org).**

## 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 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 members via mailing address or email address.

For more information, counts, or to place an order, contact INFOCUS Marketing by visiting [infocusmarketing.com](http://infocusmarketing.com) You may reach out to them by phone at 800-708-5478, or email [sales@InfocusMarketing.com](mailto:sales@InfocusMarketing.com)