



## Media Kit

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## About AAPM&R



The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical society representing more than 8,000 physicians who are specialists in the field of physical medicine and rehabilitation (PM&R). **PM&R physicians are nerve, muscle, bone, and brain experts who treat injury or illness nonsurgically to decrease pain and restore function.**

### What is physical medicine and rehabilitation?

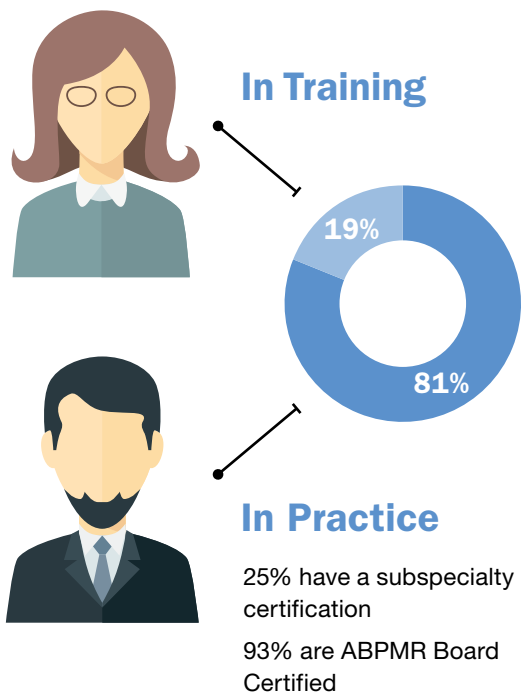
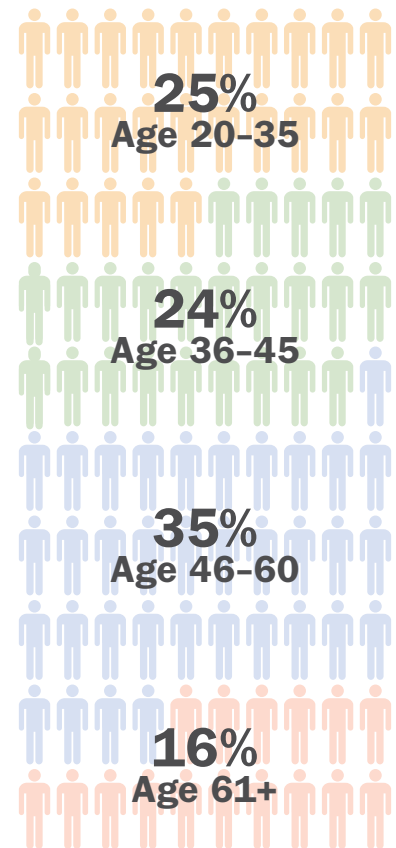
Physical medicine and rehabilitation (PM&R), also called physiatry, is the branch of medicine emphasizing the prevention, diagnosis, and treatment of disorders—particularly related to the nerves, muscles, and bones—that may produce temporary or permanent impairment.

**PM&R is one of 24 medical specialties certified by the American Board of Medical Specialties.** PM&R provides integrated care in the treatment of conditions related to the brain, muscles, and bones, spanning from traumatic brain injury to lower back pain.

### What is a rehabilitation physician?

Rehabilitation physicians are nerve, muscle, and bone experts who treat injuries or illnesses that affect how you move. Rehabilitation physicians have completed training in the medical specialty physical medicine and rehabilitation (PM&R). They are sometimes referred to as PM&R physicians or physiatrists.

Rehabilitation physicians treat a wide range of problems from sore shoulders to spinal cord injuries. Their goal is to decrease pain and enhance performance without surgery.



## Council Types (Members can join multiple Councils)

### Central Nervous System (CNS) Rehabilitation

AAPM&R official Council encompassing members who treat injuries to the central nervous system, including traumatic and nontraumatic onset, and associated sequelae.

### Musculoskeletal Medicine

AAPM&R official Council encompassing members who treat musculoskeletal and spinal column disorders associated with occupational and sports injuries and age-related dysfunction.

### General Medical Rehabilitation

AAPM&R official Council encompassing members who handle all rehabilitation issues not identified in other Councils, including rehabilitation of major trauma, acquired cardiovascular, pulmonary, oncology, and pulmonary disorders, geriatrics, amputation, and burns.

### Pain/Neuromuscular Medicine

AAPM&R official Council encompassing members who treat chronic, painful conditions involving the central and peripheral nervous systems and musculoskeletal system, either traumatic, nontraumatic, or acquired.

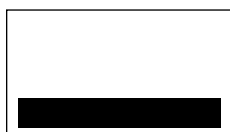
### Pediatric Rehabilitation/Developmental Disabilities

AAPM&R official Council encompassing members who care for childhood-onset disabilities from birth through adulthood.

## Website Banner Ads

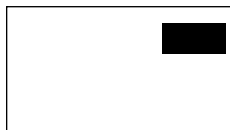
### AAPM&R website

The Academy's 8,000+ members visit the pages of the AAPM&R website to learn about clinical topics, health care news, AAPM&R events, employment opportunities, and more. Patients and family members search the website for information on clinical topics and PM&R physicians. With thousands of visits each month, take advantage of advertising on the AAPM&R website and reach a worldwide audience of PM&R physicians and the patients they serve.



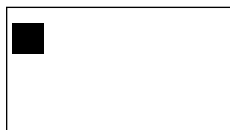
**Homepage Footer—Horizontal**  
(970 x 250 pixels)

(NOT SHOWN AS ACTUAL SIZE;  
PROPORTIONAL REPRESENTATION ONLY)



**Landing Page Box**  
(300 x 250 pixels)

(NOT SHOWN AS ACTUAL SIZE;  
PROPORTIONAL REPRESENTATION ONLY)



**Internal Pages Box**  
(180 x 250 pixels)

(NOT SHOWN AS ACTUAL SIZE;  
PROPORTIONAL REPRESENTATION ONLY)

### Annual Assembly Website

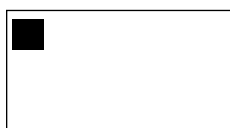
The AAPM&R Annual Assembly Website is the main source for the most up-to-date information regarding the Annual Assembly. With some of the most active pages on the AAPM&R website, the Annual Assembly website is the attendee's go-to to learn about the educational programming, networking opportunities, and all the events occurring at the Annual Assembly. Exhibitors and sponsors also visit the pages of the Annual Assembly site for information on the technical exhibition and ways to get involved.

Included in the price is an add on of the Annual Assembly site Internal pages. **\$3,300/per month**



**Main Page Box**  
(300 x 250 pixels)

(NOT SHOWN AS ACTUAL SIZE; PROPORTIONAL  
REPRESENTATION ONLY)



**Internal Pages Box**  
(180 x 250 pixels)

(NOT SHOWN AS ACTUAL SIZE; PROPORTIONAL  
REPRESENTATION ONLY)

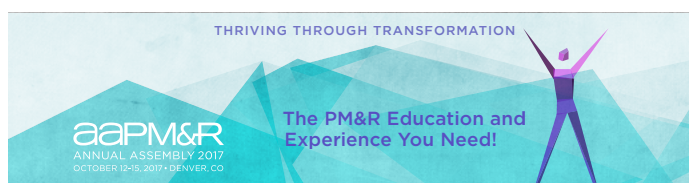
### Advertisement Sizes

- Homepage Footer Advertisement (970 x 250 pixels)
- Landing Pages Box Advertisements\* (300 x 250 pixels)
  - To the right of the main header on the page
  - 7 landing pages in all to choose from
- Internal Pages Box Advertisements-Skyscraper Advertisements may be available\* (180 x 250 pixels)
  - Left column to the side of the main content
  - Internal pages are considered the sub pages of the landing pages

\*Multiple Ads may be placed; ads will rotate if more than one placed.

### Advertising Bundle Options (per month)

1. Landing Page and all internal pages under that landing page **\$1,650**
2. Homepage Only **\$2,200**
3. All 7 Landing Pages Only **\$3,300**
4. All Internal Pages Only **\$3,300**
5. Homepage, All 7 Landing Pages, and all Internal Pages **\$7,150**



**For ad specifications, please see page 20.**

**Reserve your spot today! Complete the form on page 11.**

## E-Newsletters

### AAPM&R Connection E-Newsletter

AAPM&R Connection is an electronic member communication for timely Academy updates. The e-message is delivered to all members' email inboxes weekly. Content includes updates on events, Academy and specialty news, AAPM&R product advertisements, information on policy and legislation related to PM&R, and more.

<b>Frequency</b>	Weekly
<b>Average Distribution</b>	8,500
<b>Average Open Rate</b>	29%
<b>Pricing</b>	\$775/issue

### Sponsored Content

AAPM&R is now offering the opportunity to promote your organization's latest achievements and innovations. Help AAPM&R educate our membership to the latest discoveries, accomplishments and milestones of Academy supporters.

<b>Option 1</b>	Title, picture and 35 words of text
<b>Option 2</b>	Title and 45 words of text
<b>Pricing</b>	\$1,000/issue
<b>Website add on</b>	\$250/article for 60 days

### The PM&R Resident E-Newsletter

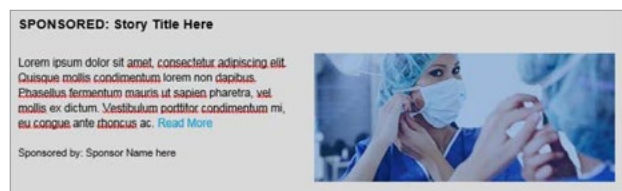
Developed by residents for residents, the role of the PM&R Resident e-newsletter is to provide information that helps the Academy's residents to develop informed opinions on subjects that will affect their professional and, in some instances, their personal lives.

<b>Frequency</b>	Six times a year
<b>Average Distribution</b>	1,200
<b>Average Open Rate</b>	40%
<b>Pricing</b>	\$1,050/issue

All ads and sponsored content are subject to approval by AAPM&R.  
For ad specifications, please see page 20.

**Looking to hire a PM&R physician?**  
Check out the employer options on page 8.

**E-Newsletter Ad Sizes**  
(600 x 100 pixels)  
(JPEG or PNG file type only.)



**To secure an ad in an e-newsletter, see page 11.**

## Council Info E-Newsletters

Space is limited in AAPM&R e-newsletters.

Secure your presence today.

### AAPM&R Council Info E-Newsletters

AAPM&R Member Councils have been established as a way for AAPM&R member communities to network, share best practices, and relay information from the membership to the Academy leadership and for the Academy to provide the most-up to date information to the council communities. One of the ways this is accomplished is through the Council info e-newsletters which are quarterly newsletters sent to all members who belong to a particular council. Members are able to belong to as many Member Councils as they would like and are then sent the corresponding e-newsletter each quarter.

**Frequency:** Quarterly

**Pricing:** \$1,050/issue

#### ***The Neural Network***

(Central Nervous System Rehabilitation Council)

**Average Distribution:** 1,360

**Average Open Rate:** 30%

#### ***The Networker***

(General and Medical Rehabilitation Council)

**Average Distribution:** 1,350

**Average Open Rate:** 31%

#### ***Core***

(Musculoskeletal Medicine Council)

**Average Distribution:** 2,600

**Average Open Rate:** 37%

#### ***The Needler***

(Pain/Neuromuscular Medicine Council)

**Average Distribution:** 2,300

**Average Open Rate:** 33%

#### ***Pediatric Passages***

(Pediatric Rehabilitation/Developmental Disabilities Council)

**Average Distribution:** 515

**Average Open Rate:** 38%

For Member Council descriptions, see page 2.



## Annual Assembly Info E-Newsletters

### Annual Assembly E-Newsletters

AAPM&R Annual Assembly is the largest annual gathering of PM&R physicians. The E-Newsletter highlights speakers and events that take place during the Annual Assembly. The E-Newsletter contains the most up-to-date on the Annual Assembly with more than 100 educational sessions and more than 175 exhibiting companies.

**Average Distribution:** 2,500

**Average Open Rate:** 58%

**Pricing:** \$1,575/issue

To secure an ad in an e-newsletter, see page 11.



# Print Advertising/ Membership Mailing List Rental



## Print Publication

### The *Physiatrist* newsletter

The *Physiatrist* is the official membership publication of the American Academy of Physical Medicine and Rehabilitation (AAPM&R). Published 10 times each year, our newsletter updates the AAPM&R membership on Academy activities and programs, legislative actions, practice and socioeconomic issues, educational courses, specialty developments, and employment opportunities.

For pricing and ad size options,  
see the main advertising form on page 11.

Issue Dates	Closing Date
February	January 2
March	February 1
April	March 1
May	April 2
June	May 1
July	June 1
August	July 2
September	August 1
October/November	August 31
December/January 2018	November 1

## Membership Mailing List Rental

### Membership Mailing List

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) offers mailing lists to rehabilitation-oriented institutions, organizations, publishers, and businesses wishing to advertise their conferences, products, publications, and services to AAPM&R members. This is an opportunity to reach a world-wide audience of more than 8,000 physiatrists.

#### Membership Categories

##### Fellows

Passed both parts of the American Board of Physical Medicine and Rehabilitation (ABPMR) Exam

##### Associates

Completed their residency training or passed Part 1 of the ABPMR exam

##### Residents

##### International



### ***PM&R, The Journal of injury, function, and rehabilitation***

For more information, contact (for non-employers only) Bob Heiman at bob.rhmedia@comcast.net or (856) 673-4000.

*PM&R* is the official scientific journal of AAPM&R.

## Other Advertising Opportunities



### Employment Specific Opportunities

<b>Career Corner E-Newsletter</b>	page 8
<b>The Physiatrist Newsletter</b>	page 8
<b>2017 AAPM&amp;R Job and Fellowship Fair</b>	page 8, 14
<b>Job and Fellowship Board</b>	page 8



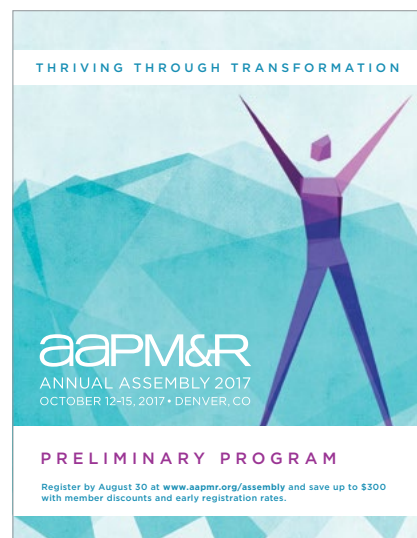
**For more information on Annual Assembly Advertising Opportunities,**  
contact [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org) or (847) 737-6000.

**For more information on Exhibits and Sponsorships, contact:**

Conventus Media: Lisa Koch ([lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com)) or Kathleen Noonan ([Knoonan@conventusmedia.com](mailto:Knoonan@conventusmedia.com)).

### Annual Assembly Opportunities

<b>Preliminary Program advertising</b>	page 9
<b>Official Program advertising</b>	page 9
<b>Pre/Post registrant list rental</b>	page 10
<b>Annual Assembly Website banner ads</b>	page 3
<b>Annual Assembly Attendee E-Newsletter</b>	page 5



### Interested in Exhibits and Sponsorships?

Contact Conventus Media: Lisa Koch ([lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com)) or Kathleen Noonan ([Knoonan@conventusmedia.com](mailto:Knoonan@conventusmedia.com)).

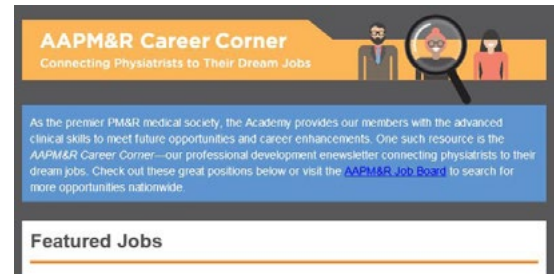
# Employment Specific Opportunities



## Career Corner E-Newsletter

Add more value to your Job Board post by also including it in the *Career Corner* Employment-only e-newsletter. Distributed monthly to more than 8,000 PM&R physicians, **this opportunity is available through the Job and Fellowship Board only.** Log on today at [jobboard.aapmr.org/employees](http://jobboard.aapmr.org/employees).

**Average Distribution:** 7,600      **Frequency:** Monthly  
**Average Open Rate:** 33%      **Pricing:** \$225/issue



## The Physiatrist newsletter (see page 6)

- Display advertisements
- Classified advertisements (employment related only)

## 2018 AAPM&R Job and Fellowship Fair

Wednesday, October 24, 2018, Orlando, FL



The AAPM&R Job and Fellowship Fair is held one day prior to the Annual Assembly. The Job and Fellowship Fair is designed to facilitate the face-to-face exchange of information between individuals looking to hire PM&R physicians and those seeking positions and fellowships. Employers must provide their own signage and should have literature available that describes their location, facility, programs, and available positions. **Please find more information on page 14.**



## Looking for Job and Fellowship Fair Sponsorship Opportunities?

Contact [careerservices@aapmr.org](mailto:careerservices@aapmr.org) or (847) 737-6000.

## Job and Fellowship Board

The AAPM&R Job and Fellowship Board is the premier electronic recruitment and leading job search resource **for physiatrists only!** Set up an account in minutes and post your open position immediately. Browse the resume database and search for your ideal candidates.

### NHCN

AAPM&R is a member of the National Healthcare Career Network (NHCN), a network of 300 premier associations. How does this benefit your recruitment efforts? Choosing an NHCN package will allow your position to be posted on other relevant job boards, increasing your exposure to ideal candidates!

For more information on the NHCN, please contact [careerresources@aapmr.org](mailto:careerresources@aapmr.org).

## The Fellowship Database has a home on the Job and Fellowship Board.

Looking to advertise a Fellowship? Contact us at (847) 737-6038 or [careerservices@aapmr.org](mailto:careerservices@aapmr.org) for more information.

**Visit the Job and Fellowship Board at:**  
[jobboard.aapmr.org/employers](http://jobboard.aapmr.org/employers)

## Interested in Exhibits and Sponsorships?

Contact Conventus Media: Lisa Koch ([lkoch@conventusmedia.com](mailto:lkoch@conventusmedia.com)) or Kathleen Noonan ([Knoonan@conventusmedia.com](mailto:Knoonan@conventusmedia.com)).



# Preliminary and Official Program Advertising Options



American Academy of Physical Medicine (AAPM&R) Annual Assembly and Technical Exhibition  
Orlando Convention Center, Orlando, FL, October 25-28, 2018

**Preliminary Program Distribution**  
**10,000+**

**Official Program Distribution**  
**3,000+**

Save more when you advertise in both AAPM&R Annual Assembly publications.  
Make the most of your advertising dollar by taking advantage of this special offer.

**RESERVE YOUR SPACE TODAY!**

**SAVE 10% When advertising in both programs**

## Exhibitor Net Rates

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,300	U.S. \$3,350
1/2 PAGE	U.S. \$2,850	U.S. \$2,300
1/4 PAGE	U.S. \$2,200	U.S. \$1,900
INSIDE FRONT COVER	U.S. \$9,500	U.S. \$9,500
INSIDE BACK COVER	U.S. \$9,500	U.S. \$9,500
BACK COVER	N/A	U.S. \$13,500
COVER TIP	N/A	U.S. \$15,000

\*To qualify for discounted exhibitor rates, organizations must have a signed exhibitor contract on file with AAPM&R.

## Nonexhibitor Net Rates

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$5,150	U.S. \$4,000
1/2 PAGE	U.S. \$3,250	U.S. \$2,625
1/4 PAGE	U.S. \$2,525	U.S. \$2,625

\*To reserve your advertising space, please submit your completed form by the deadline(s) listed in the Closing Deadlines. Please see website for expanded opportunities ([www.aapmr.org](http://www.aapmr.org)).

## CLOSING DEADLINES

- Preliminary Program, March 26, 2018
- Combination Package (Preliminary and Official Program) March 26, 2018
- Official Program, July 23, 2018

**Please complete form on page 11.**

### FAX/MAIL FORM TO:

Mail application and payment to:  
AAPM&R Annual Assembly Advertising  
P.O. Box 95528  
Chicago, IL 60694-5528  
Fax: (847) 563-4191

### AAPM&R CORPORATE SUPPORT

Phone: (847) 737-6000  
Email: [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org)

AAPM&R values your advertising business and will work with you to meet your media objectives. For detailed information on how the AAPM&R can fit into your marketing plans or for more information on Annual Assembly advertising, contact AAPM&R.

No cancellations accepted or refunds issued after closing dates.

NOTE: If your advertisement mentions giveaways, the Academy policy only permits exhibitor giveaways that are educational and modest in value. (Nonprofit exhibitors are excluded from this policy.)

**No cancellations accepted or refunds issued after closing date(s).**

# Annual Assembly Registrant Mailing List Information



To order the mailing list, please complete the information on page 13, and either mail, email, or fax with a sample of the materials you wish to distribute. American Academy of Physical Medicine and Rehabilitation (AAPM&R) requires preapproval of materials to be distributed to its meeting registrants and is the sole judge of the suitability of materials.

**Email addresses are not included. A separate form is required for each mailing list use request.**

**Lists will be processed starting mid-June 2018. Call (978) 777-8870 ext. 1.**

## List Rental Information

- Approval of mail piece is necessary prior to list fulfillment.
- Lists are available for one-time use only.
- Electronic (Excel format) only.
- Payment must be received in advance.
- For additional information, see attached guidelines.

Please note: Academy policy only permits exhibitor giveaways that are educational and modest in value. This policy does not apply to nonprofit exhibitors or to exhibitors outside of the health care sector. Information on mailing piece must adhere to this guideline.

## Rental Cost

- PRE Annual Assembly Registrant List (US \$1,000 NET)
- POST Annual Assembly Registrant List (US \$1,000 NET)

NOTE: Please provide alternate e-mail on advertising order form (if different from contact).

Visit [www.aapmr.org](http://www.aapmr.org) for all advertising and sponsorship opportunities. For detailed information on how AAPM&R can fit into your marketing plans or on the Annual Assembly registrant mailing lists, contact:

### Conventus Media

Chris O'Connell [coconnell@conventusmedia.com](mailto:coconnell@conventusmedia.com)

Office: (978) 777-8870 ext. 1 Cell: (978) 239-1153

## AAPM&R Terms and Conditions

American Academy of Physical Medicine and Rehabilitation (AAPM&R) registrant names and addresses are proprietary and are protected by copyright.

AAPM&R is the sole owner of the names and addresses and rents its mailing list electronically for one-time use for each approved request. Lists may be provided for a fee to organizations, publishers, and businesses wishing to promote products and services to AAPM&R members. AAPM&R requires preapproval of all items to be mailed and is the sole judge of the suitability of materials for mailing to its members. AAPM&R reserves the right to deny requests where the purpose or use may not be considered in the best interests of AAPM&R or its members.

AAPM&R will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

Rental of AAPM&R mailing lists to vendors and outside entities does not constitute an endorsement or guarantee of the product or service being marketed. Unless expressly agreed by AAPM&R in writing, any representation by the buyer(s) and/or his client(s) or agent(s), whether overt or implied, of AAPM&R endorsement or guarantee of a product or service is prohibited.

### **AAPM&R specifically prohibits use of its membership names and addresses for the following purposes:**

- Copying and entering names and addresses from the provided lists into a client's computer database for any purpose; this applies to duplication and/or storage in any form by any means, electronic, mechanical, photocopying, recording, or otherwise. Violations are subject to prosecution under federal copyright laws.
- Membership recruitment mailings or related promotions for external organizations

- Announcements of educational programs, equipment, or other products and services not related in some way to the field of physical medicine and rehabilitation except for specific AAPM&R-supported membership programs/services provided by commercial firms
- Use of member names and addresses for on-site visits to members' homes/offices for any reason

### **In Addition:**

- AAPM&R shall not act as a broker, through providing its membership mailing lists, for any product or service provided by the purchaser or their clients of the mailing lists.
- Direct mailing list brokers or other third parties soliciting the AAPM&R membership mailing lists on behalf of a client assume total responsibility for timely payment to AAPM&R, regardless of the client's payment standing with the broker or third party.
- Use of the list is one-time only and limited exclusively to the specific offer or service as described in the mailing sample submitted in conjunction with the order form.
- Payment is required prior to list fulfillment.

**AAPM&R does not provide email addresses or authorize usage of Academy email lists. The use of the AAPM&R membership names and addresses in any of the ways prohibited above shall be cause for, at a minimum, permanent disqualification of the buyer(s) and/or his client(s) or agent(s) from use of the AAPM&R membership mailing list. Violation of this policy as set forth above may also be grounds for legal action.**

**Please allow 10 business days to process orders.**

# Advertising Order Form



## Company Information (PLEASE PRINT THROUGHOUT)

CONTACT NAME

COMPANY NAME

MAILING ADDRESS/BILLING ADDRESS

P.O. BOX NUMBER (IF APPLICABLE)

CITY, STATE OR PROVINCE, ZIP OR POSTAL CODE

PHONE

FAX

EMAIL

## Advertising Agency Information (IF APPLICABLE)

CONTACT NAME

COMPANY NAME

MAILING ADDRESS/BILLING ADDRESS

P.O. BOX NUMBER (IF APPLICABLE)

CITY, STATE OR PROVINCE/ZIP OR POSTAL CODE

PHONE

FAX

EMAIL

## Digital Advertising

### WEBSITE BANNER ADS:

(Bundle descriptions on page 3)

☐ Bundle 1: \$1,650 ☐ Bundle 4: \$3,300

☐ Bundle 2: \$2,200 ☐ Bundle 5: \$7,150

☐ Bundle 3: \$3,300

Preferred Start Date \_\_\_\_\_

(Note: This process takes a minimum of 5 business days)

☐ Annual Assembly Site ads: \$3,300

Preferred Start Date \_\_\_\_\_

(Note: This process takes a minimum of 5 business days)

☐ Connection—Standard ad: \$775/issue

☐ Connection Sponsored Content ad: \$1,000/issue

☐ Website add on (sponsored content only)  
\$250/article for 60 days

☐ Council info e-newsletter: \$1,050/issue

Specify which Council \_\_\_\_\_

☐ Resident e-newsletter: \$1,050/issue

☐ Annual Assembly e-newsletter: \$1,575/issue

Specify which Issue \_\_\_\_\_

URL address if you want the ad linked to the  
company's website: \_\_\_\_\_




## The Physiatrist Print Advertising

☐ **FULL-PAGE** (9" w x 12" h, add 1/8" bleed)

☐ \$2,500 Color ☐ \$2,000 B&W

☐ **DISPLAY** (designed ads only,\* see below for pricing)

\*As the advertiser, you are responsible for designing  
your display ad and sending it to AAPM&R.

DISPLAY AD SIZE A	DISPLAY AD SIZE B	DISPLAY AD SIZE C
8" w x 4 1/8" h	3 7/8" w x 4 1/8" h	3 7/8" w x 2 1/8" h
<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$825	<input type="checkbox"/> \$750
		

Checkmark ad size above, in either black and white or four-color  
(check one box).

☐ **CLASSIFIED** (Employment Ads ONLY)

\$450 per 100 word insertion (\$2 for each additional word)

### ISSUE SELECTION

☐ February 2018

☐ July 2018

☐ March 2018

☐ August 2018

☐ April 2018

☐ September 2018

☐ May 2018

☐ October/November 2018

☐ June 2018

☐ December 2018/January 2019

## Annual Assembly Opportunities

**PRELIMINARY** and **OFFICIAL PROGRAM** Advertising  
(see pricing on page 9)

### PLEASE COMPLETE BY THE CLOSING DEADLINES

☐ Preliminary Program, March 26, 2018

☐ Combination Package  
(Preliminary and Official Program) March 26, 2018

☐ Official Program, July 23, 2018

### AD SIZE

☐ FULL PAGE (8 1/2" w x 11" h, add 1/8" bleed)

☐ Premium Spot

☐ 1/2 PAGE (7 1/4" w x 5" h)

☐ 1/4 PAGE (3 1/2" w x 5" h)

### ADVERTISING COMPANY

(PLEASE CHECK APPROPRIATE BOXES BELOW)

☐ ANNUAL ASSEMBLY EXHIBITOR

☐ NONEXHIBITOR

(NOTE: Nonexhibitors must pay premium on all rates.)

### REGISTRANT MAIL LIST

☐ PRE Annual Assembly Registrant List  
(U.S. \$1,000 NET)

☐ POST Annual Assembly Registrant List  
(U.S. \$1,000 NET)

EMAIL LIST TO (If different from contact): \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

### METHOD OF PAYMENT (MUST BE RECEIVED IN ADVANCE)

Total payment in U.S. funds is due with this form.

☐ Enclosed is check # \_\_\_\_\_ made payable to AAPM&R.

☐ Charge to the following: ☐ AMEX ☐ MASTERCARD ☐ VISA ☐ DISCOVER

Card No. \_\_\_\_\_

Expiration  
Date

\_\_\_\_/\_\_\_\_

By signing below, I accept the charges I have indicated on this form and agree to the  
advertising policies and principles outlined.

CARDHOLDER'S NAME (Please print name as it appears on card)

SIGNATURE (Required for credit card payment and processing)

DATE

### MAIL or FAX APPLICATION AND PAYMENT TO:

AAPM&R Advertising OR Secure Fax: (847) 563-4191  
P.O. Box 95528  
Chicago, IL 60694-5528

AAPM&R values your advertising business and will work with you to  
meet your media objectives. For detailed information how the  
AAPM&R can fit into your marketing plans or for more information  
on AAPM&R website advertising, contact: AAPM&R Corporate  
Support at (847) 737-6000 or email corporatesupport@aapmr.org.

### CANCELLATION POLICY

Cancellations must be received in writing 7 days prior to run date.  
All cancellations will be subject to a 20% administrative fee.  
Refunds will not be given once the campaign is initiated.

**NOTE:** All cancellations must be made in writing.

# Mailing List Rates and Usage Policy



The American Academy of Physical Medicine and Rehabilitation (AAPM&R) offers mailing lists to rehabilitation-oriented institutions, organizations, publishers, and businesses wishing to advertise their conferences, products, publications, and services to AAPM&R members. This is an opportunity to reach a world-wide audience of more than 8,000 physiatrists.

To assist in your mailing plan, see previous page for member statistics.

## Base Rental Rates

Lists are available for one-time use only and are delivered electronically in Excel format.

	1-1,000 NAMES (Minimum Order)	EACH ADDITIONAL (100 Names)
COMMERCIAL LIST RATES	\$550	\$25
NONPROFIT LIST RATES	\$375	\$20

### Additional Charges

CUSTOMIZED LIST ORDER	Commercial	\$350
CUSTOMIZED LIST ORDER	Nonprofit	\$300
EXPRESS PROCESSING	Commercial/Nonprofit	\$150

### Rates Pricing Example (for Commercial)

7,000 names:

First 1,000	=	\$550
6,000 (60 x \$25)	=	\$1,500
Subtotal		\$2,050
*Customized Charges		\$350
Total		\$2,400

## Processing

The order form, plus a sample of the material you wish to distribute, must be mailed or faxed to AAPM&R for approval. AAPM&R requires preapproval of items to be distributed to its members and is the sole judge of the suitability of materials. There is a required minimum of a 10-day lead time to process list orders from date of order form and sample mailing receipt. Express processing is available for an additional cost. Express lists will be processed within 5 business days. Payment must be received in advance of delivery of AAPM&R membership list.

## Usage Policy

AAPM&R membership names and addresses are proprietary and are protected by copyright. AAPM&R is the sole owner of the membership names and addresses and rents its mailing list electronically for one-time use for each approved request. Lists may be provided for a fee to rehabilitation-oriented institutions, organizations, publishers, and businesses wishing to promote products and services to AAPM&R members. AAPM&R requires preapproval of all items to be mailed and is the sole judge of the suitability of materials for mailing to its members. AAPM&R reserves the right to deny requests where the purpose or use may not be considered in the best interests of AAPM&R or its members. Nonprofit institutions wishing to rent the mailing list for educational purposes may purchase mailing lists at a reduced fee. AAPM&R may require verification of an organization's non-profit status.

AAPM&R will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card. Rental of AAPM&R mailing lists to vendors and outside entities does not constitute an endorsement or guarantee of the product or service being marketed. Unless expressly agreed by AAPM&R in writing, any representation by the buyer(s) and/or his client(s) or agent(s), whether overt or implied, of AAPM&R endorsement or guarantee of a product or service is prohibited.

### AAPM&R specifically prohibits use of its membership names and addresses for the following purposes:

- Copying and entering names and addresses from the provided labels into a client's computer database for any purpose; this applies to duplication and/or storage in any form by any means, electronic, mechanical, photocopying, recording, or otherwise. Violations are subject to prosecution under federal copyright laws.
- Membership recruitment mailings or related promotions for external organizations.
- Announcements of educational programs, equipment, or other products and services not related in some way to the field of physical medicine and rehabilitation except for specific AAPM&R-sponsored membership programs/services provided by commercial firms.
- Use of member names and addresses for on-site visits to members' homes/offices for any reason.

### In addition:

- AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients) of the mailing lists.
- Direct mailing list brokers or other third parties soliciting the AAPM&R membership mailing labels on behalf of a client assume total responsibility for timely payment to AAPM&R, regardless of the client's payment standing with the broker or third party.
- Use of the list is one-time only and limited exclusively to the specific offer or service as described in the mailing sample submitted in conjunction with the order form.
- Payment is due in advance.
- **AAPM&R does not provide email addresses or authorize usage of Academy email lists.**
- The use of AAPM&R membership names and addresses in any of the ways prohibited shall be cause for, at a minimum, permanent disqualification of the buyer(s) and/or his client(s) or agent(s) from use of the AAPM&R membership mailing list. Violation of this policy as set forth above may also be grounds for legal action.

# Mailing List Order Form



CONTACT NAME	<input type="checkbox"/> COMMERCIAL ORGANIZATION	<input type="checkbox"/> NONPROFIT ORGANIZATION (PLEASE INCLUDE NON-PROFIT TAX-ID#.)
COMPANY NAME	MAILING ADDRESS/BILLING ADDRESS	P.O. BOX NUMBER (IF APPLICABLE)
CITY, STATE/PROVINCE, ZIP/POSTAL CODE		
EMAIL (FOR ELECTRONIC DELIVERY OF LIST AS AN EXCEL DOCUMENT)		

## SPECIFY LIST: A new order form is required for each mailing.

### Quick pick

Select one of the most popular mailing lists available in one easy step.  
(SPECIFY WITH CHECKMARK)

- ☐ A. U.S. MEMBERS ONLY (All Member Categories)  
☐ B. U.S. AND INTERNATIONAL MEMBERS (All Member Categories)

### OR, Customize a list

Choose one or all of the options below (Additional charges apply. See page 2.)

#### BY MEMBER CATEGORY(IES): (SPECIFY WITH CHECKMARK)

- ☐ Fellows      ☐ Associates  
☐ Residents      ☐ International

#### AND/OR MEMBER COUNCIL(S):

- ☐ CNS Rehabilitation Council  
☐ Musculoskeletal Medicine Council  
☐ Medical Rehabilitation Council  
☐ Pain Medicine/Neuromuscular Medicine Council  
☐ Pediatric Rehabilitation/Developmental Disabilities Council

#### AND/OR BY STATE(S):

- ☐ All States      ☐ Specific States Only (PLEASE SPECIFY BELOW:)

AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD,  
MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI,  
SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

**Ten working days from receipt of sample mailing and form are required for approval and fulfillment.**

I have read and agree to abide by the AAPM&R Mailing List Usage policy listed on page 12 and accept the charges above.

SIGNATURE

DATE

AAPM&R FAST FACTS TO HELP YOU COMPLETE THE ORDER FORM

## AAPM&R has over 8,000 members. Membership Categories

(Note: International members are not categorized as Fellows, Associates, and Residents.)

**Fellows**      Passed both parts of the American Board of Physical Medicine and Rehabilitation (ABPMR) Exam

**Associates**      Completed their residency training or passed Part 1 of the ABPMR exam

**Residents**

**International**

#### MAIL OR FAX COMPLETED ORDER AND PAYMENT

AAPM&R  
Attention: Mail List  
P.O. Box 95528, Chicago, IL 60694-5528  
Phone: (847) 737-6000  
Secure Fax: (847) 563-4191  
info@aapmr.org  
www.aapmr.org



## About the Job and Fellowship Fair



**Orlando, FL**  
**Wednesday, October 24, 2018**

- Doors open at 6:30 pm
  - Doors close at 9 pm
- (Times subject to slight variations)

Take advantage of a captive audience at the AAPM&R Annual Assembly by participating in the largest PM&R-specific job and fellowship fair.

**To ensure inclusion in the show guide and mobile app, we encourage you to register by August 27, 2018.**

The AAPM&R Job and Fellowship Fair is held one day prior to the Annual Assembly on October 24, 2018. The Annual Assembly is October 25–28, 2018, in Orlando, FL. **Please make your hotel and air travel reservations with this in mind.** The Job and Fellowship Fair is designed to facilitate the face-to-face exchange of information between individuals looking to hire PM&R physicians and those seeking positions. Employers must provide their own signage and should have literature available that describes their location, facility, programs, and available positions.

### Fee Provides

- Booth identification signage
- 1 (6 foot) table
- 2 chairs
- Garbage receptacle
- Partitioned booth space and skirted table
- 1 easel available upon request.
- Employers may have a maximum of 3 representatives per table reserved. (additional badges may be purchased)
- Institution listed on the AAPM&R website (deadlines apply)

Carpet is not included or required for the Job and Fellowship Fair. Additional booth furnishings including carpeting may be purchased through the Exhibitor Kit (available July 2018).

### Additional Information

- Setup time: 4 pm–6 pm on Wednesday, October 24, 2018
- Tear down: 9 pm–9:30 pm on Wednesday, October 24, 2018
- Tabletop displays may not be more than 4 feet tall or 6 feet wide.
- Employers may not block other booths with signage; you must stay within your booth dimensions. You have the opportunity to acquire additional booths, if available.
- To increase awareness of your institution prior to the Job and Fellowship Fair, employers can rent, for an additional expense, a preregistrant attendee list.
- Any additional needs will be at the expense of the employer.
- An exhibitor service manual will be available July 2018.

**Stand OUT at the Job and Fellowship Fair!**

Find out about sponsorships opportunities by contacting [careerservices@aapmr.org](mailto:careerservices@aapmr.org).

# Job and Fellowship Fair Participation Form



**October 24, 2018** 6:30 pm–9 pm **PLEASE PRINT OR TYPE INFORMATION.**

PLEASE COMPLETE THE FOLLOWING INFORMATION:

## Badges (3 badges allotted per booth)

Please watch for information about our online badge registration process.

## Booths

### 10' x 10' Premium Booth – Limited Availability!

☐ \$1,500

### 8' x 10'

☐ \$850 — on or before May 1, 2018

☐ \$1,100 — after May 1, 2018

**Please list your top 4 booth locations below.\***

See the floor plan at [www.aapmr.org](http://www.aapmr.org), search Job and Fellowship Fair.

1. \_\_\_\_\_ 3. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_

\*Booths will be placed on a first-come, first-served basis. If no booth preferences are listed, AAPM&R will select a booth for the organization.

## Mailing List

☐ \$750 — Pre-Job and Fellowship Fair Mailing List

Organizations must provide AAPM&R with a sample of the mailing prior to receiving the list. AAPM&R reserves the right to refuse list requests. Email addresses are not provided.

## Mobile App

☐ Logo on the mobile app \$250

## Show Guide

AAPM&R will provide a show guide to the Job and Fellowship Fair attendees in both print and digital formats to help guide them and enhance their experience. Include an ad to promote your practice or institution!

### Publication Size: 5" x 9"

☐ Full-page Ad (4" x 7.75," no bleed) \$800

☐ Half-page Ad (4" x 3.75," no bleed) \$525

**Regional Preference**—Please indicate your regional preference for promotion in the Show Guide:

☐ EAST ☐ MIDWEST ☐ SOUTH ☐ WEST ☐ NATIONAL ☐ INTERNATIONAL

THE U.S. REGIONS ARE AS FOLLOWS:

<b>EAST</b>	CT, DE, DC, ME, MD, MA, NH, NJ, NY, PA, RI, VA, VT, WV
<b>MIDWEST</b>	IL, IN, IA, KS, MI, MN, MO, NE, OH, WI
<b>SOUTH</b>	AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX
<b>WEST</b>	AK, AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, SD, UT, WA, WY

NOTE: If you DO NOT provide a regional preference, we will assign you a region based on your application address.

Complete the information below for the **Job and Fellowship Fair Show Guide** (check all that apply to your organization). If the information for your organization is not provided, nothing will be published.

## Areas of Care

- |   |  |
|---|--|
| <input type="checkbox"/> Academic GME             | <input type="checkbox"/> Spine Medicine              |
| <input type="checkbox"/> Academic Research        | <input type="checkbox"/> Sports Medicine             |
| <input type="checkbox"/> General Rehabilitation   | <input type="checkbox"/> Neurological Rehabilitation |
| <input type="checkbox"/> Medical Rehabilitation   | <input type="checkbox"/> Stroke                      |
| <input type="checkbox"/> Cancer                   | <input type="checkbox"/> Brain Injury                |
| <input type="checkbox"/> Cardiopulmonary          | <input type="checkbox"/> Spinal Cord Injury          |
| <input type="checkbox"/> Geriatric                | <input type="checkbox"/> Neuromuscular Medicine      |
| <input type="checkbox"/> Hospice Palliative Care  | <input type="checkbox"/> Occupational Rehabilitation |
| <input type="checkbox"/> Limb Deficiency          | <input type="checkbox"/> Pain Medicine*              |
| <input type="checkbox"/> Musculoskeletal Medicine | <input type="checkbox"/> Pediatric Rehabilitation    |

\*Pain Medicine is defined as: A discipline within the field of medicine that is concerned with the prevention of pain, and the evaluation, treatment, and rehabilitation of persons in pain.

## Practice Care Setting

- |   |  |
|---|--|
| <input type="checkbox"/> System Affiliated Solo Private Practice        | <input type="checkbox"/> Skilled Nursing Facility (SNF)        |
| <input type="checkbox"/> Independent Solo Private Practice              | <input type="checkbox"/> Long-term Acute Care Hospital (LTACH) |
| <input type="checkbox"/> System Affiliated PM&R Group, Private Practice | <input type="checkbox"/> Sub-Acute Care Facility               |
| <input type="checkbox"/> Independent PM&R Group, Private Practice       | <input type="checkbox"/> Outpatient Clinic                     |
| <input type="checkbox"/> System Affiliated Multi-Specialty Group        | <input type="checkbox"/> Home Health                           |
| <input type="checkbox"/> Independent Multi-Specialty Group              | <input type="checkbox"/> Non-Clinical                          |
| <input type="checkbox"/> Freestanding IRF                               | <input type="checkbox"/> VA                                    |
| <input type="checkbox"/> Hospital Rehab Unit or Floor                   | <input type="checkbox"/> I'm currently Active Military Duty    |
|   | <input type="checkbox"/> Other                                 |

## Types of Fellowships

Does your organization offer fellowship positions? If yes, please select which types.

- |  |  |
|--|--|
| <input type="checkbox"/> ACGME Hospice and Palliative Care | <input type="checkbox"/> Hospice and Palliative Care     |
| <input type="checkbox"/> ACGME Neuromuscular Medicine      | <input type="checkbox"/> Informatics                     |
| <input type="checkbox"/> ACGME Pain Medicine               | <input type="checkbox"/> Legal                           |
| <input type="checkbox"/> ACGME Pediatric Rehabilitation    | <input type="checkbox"/> Metabolic Bone Disease          |
| <input type="checkbox"/> ACGME SCI Medicine                | <input type="checkbox"/> MSK/Sports/Spine (unaccredited) |
| <input type="checkbox"/> ACGME Sports Medicine             | <input type="checkbox"/> Multiple Sclerosis              |
| <input type="checkbox"/> ACGME TBI                         | <input type="checkbox"/> Osteoporosis Rehabilitation     |
| <input type="checkbox"/> Amputee                           | <input type="checkbox"/> Pain (unaccredited)             |
| <input type="checkbox"/> Cancer Rehabilitation             | <input type="checkbox"/> Regenerative                    |
| <input type="checkbox"/> Cardiopulmonary                   | <input type="checkbox"/> Research                        |
| <input type="checkbox"/> EMG                               | <input type="checkbox"/> Stroke                          |
| <input type="checkbox"/> Ethics                            | <input type="checkbox"/> Trauma Rehabilitation           |

**Total \$**

Payment form and contact information on page 16.

# Job and Fellowship Fair Participation Form



## Company Information (PLEASE PRINT THROUGHOUT)

CONTACT NAME

PRACTICE/INSTITUTION/COMPANY NAME (As it should appear in Academy Publications)

MAILING ADDRESS/BILLING ADDRESS

P.O. BOX NUMBER (IF APPLICABLE)

CITY, STATE OR PROVINCE, ZIP OR POSTAL CODE/COUNTRY

PHONE

FAX

EMAIL

WEBSITE

**TOTAL \$** \_\_\_\_\_

### METHOD OF PAYMENT (MUST BE RECEIVED IN ADVANCE)

Total payment in U.S. funds is due with this form.

☐ Enclosed is check # \_\_\_\_\_ made payable to AAPM&R.

☐ Charge to the following: ☐ AMEX ☐ MASTERCARD ☐ VISA ☐ DISCOVER

Card No.

Expiration  
Date

 / 

By signing below, I accept the charges I have indicated on this form.

I have read and fully understand the cancellation and refund policies outlined at right.

CARDHOLDER'S NAME (Please print name as it appears on card)

SIGNATURE (Required for credit card payment and processing)

DATE

### MAIL APPLICATION AND PAYMENT TO:

AAPM&R Job and Fellowship Fair

P.O. Box 95528

Chicago, IL 60694-5528

### FAX APPLICATION AND PAYMENT TO: (847) 563-4191

### CANCELLATION AND CHANGE POLICY

Application must be fully completed for processing. All changes or cancellations for all items on participation form must be made in writing to the Academy national office. No changes or cancellations will be accepted over the phone. Cancellations must be postmarked, emailed, or faxed on or before May 15, 2018 to qualify for a refund, less a \$150 processing fee. No refunds are issued for no shows or cancellations postmarked, emailed, or faxed after May 15, 2018. All refund requests will be processed at the Academy office four weeks after the meeting. Absolutely no refunds will be given on-site. For further information regarding the cancellation policy, contact the Academy national office at (847) 737-6000.

**For detailed information on how AAPM&R can fit into your marketing plans at the Annual Assembly Job and Fellowship Fair, please contact us at:**

Phone: (847) 737-6038 Fax: (847) 563-4191 Email: [careerservices@aapmr.org](mailto:careerservices@aapmr.org) Website: [www.aapmr.org](http://www.aapmr.org)

**Interested in also securing a booth in the PM&R Pavilion?**

Contact Conventus Media: Kathleen Noonan ([Knoonan@conventusmedia.com](mailto:Knoonan@conventusmedia.com)) (781-375-8584).

## Market Research Opportunities

PM&R Panels provides your organization direct access to Physical Medicine and Rehabilitation (PM&R) physicians (also known as physiatrists). Gather intelligence on the perceptions of your organization, your products and services, as well as physicians' practice patterns, and more. Learn how your organization can position itself for success with this growing network of physicians who play important roles in patient care plan development and management.



## How Does PM&R Panels Work?

PM&R Panels is a forum of PM&R physicians based on criteria your organization selects. The American Academy of Physical Medicine and Rehabilitation (AAPM&R) will work with your organization to define goals and identify the appropriate panel(s). The criteria for the panels is based on various data points AAPM&R member physiatrists have self-identified as part of their member profile. PM&R Panels can contain up to 750 PM&R physicians. The panel size is dependent on desired criterion.

Available Criterion for PM&R Panels:

- In-training PM&R physicians
- Practicing PM&R physicians
- Subspecialty certification
- Years in practice
- Primary practice setting
- Core clinical focus
- Primary clinical areas of care

## Introductory Pricing

	Industry Relations Council (IRC) Participant	Non-IRC Participant
<b>Survey Option A: Up to 5 questions</b> Maximum of 2 open-ended questions	\$5,000 plus \$50 per response	\$7,500 plus \$50 per response
<b>Survey Option B: Up to 10 questions</b> Maximum of 4 open-ended questions	\$7,500 plus \$50 per response	\$9,000 plus \$50 per response
One additional qualifying question	No additional charge	No additional charge
Standard PDF report from survey tool	No additional charge	No additional charge

\*Please call (847) 737-6048 for details or alternative models.

**Call (847) 737-6048 for introductory pricing!**

# PM&R Panels Order Form



Sponsor Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_

Primary Contact Email Address: \_\_\_\_\_

## PM&R Panel Criteria Selection

What are your primary goals for using PM&R Panels?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Please select as many of the following criteria as applicable. The criteria aligns with information AAPM&R member physiatrists have self-identified as part of their member profile. PM&R Panels can contain up to 750 PM&R physicians. The panel size is dependent on desired criterion, and AAPM&R will work with you to develop an appropriate panel based on your selections.

### Member Category:

Practicing Physicians  
Residents All  
Residents: PGY4  
Residents: PGY3  
Residents: PGY1-2

### Core Clinical Focus:

Central Nervous System Rehabilitation  
General and Medical Rehabilitation  
Musculoskeletal Medicine  
Pain Medicine and Neuromuscular Medicine  
Pediatric Rehabilitation/  
Developmental Disabilities

### Years in Practice:

(Only applicable for the  
Practicing Physician group)

1-10 years  
11-20 years  
21-30 years  
31-40 years  
More than 40 years

### Primary Areas of Care:

Brain Injury Rehabilitation  
Cancer Rehabilitation  
Cardiopulmonary Rehabilitation  
Complementary—Alternative  
Medicine  
Disability/Impairment Assessment  
Electrodiagnostic Medicine  
Geriatric Rehabilitation  
Hospice and Palliative Medicine  
Manual Medicine  
Neuromuscular Medicine  
Occupational Rehabilitation  
Orthopedic Rehabilitation  
Pain Medicine: Interventional  
Pain Medicine: Non-Interventional  
Pediatric Rehabilitation  
Prosthetics & Orthotics  
Rheumatological Rehabilitation  
Spinal Cord Injury Medicine  
Spine Medicine: Interventional  
Spine Medicine: Non-Interventional  
Sports Medicine  
Stroke/Neurological Rehabilitation

### Primary Practice Setting:

Private, Multispecialty Group Practice  
Private, Solo Practice  
Private, PM&R-only Practice  
Hospital  
Academic  
VA  
Employed by Insurance

### Subspecialty Certification:

Brain Injury Medicine  
Hospice and Palliative Medicine  
Neuromuscular Medicine  
Pain Medicine  
Pediatric Rehabilitation Medicine  
Spinal Cord Injury Medicine  
Sports Medicine

## Rules & Regulations

- No identifying information will be associated with responses.
- AAPM&R reserves the right to limit the number of surveys distributed in any given month.
- Follow-up questions such as: "if not, please explain," count as one question.
- Multiple choice questions are limited to 7 response options per question.
- Sponsors are encouraged to provide ranges for answers, when possible, instead of allowing for an open-ended response.
- The maximum number of questions is 10.
- The survey will remain open for 2 weeks (including weekends).
- The price includes results delivered in a PDF format, including open-ended responses. Raw data can be supplied to the sponsor for an additional fee (IRC: \$1,000/Non-IRC: \$2,500).
- Results are for the sponsor's internal use only; no results may be included in externally-published materials without the expressed written consent of the American Academy of Physical Medicine and Rehabilitation (AAPM&R).
- AAPM&R must review and approve all survey materials prior to launch and reserves the right not to initiate the survey.

I, \_\_\_\_\_  
represent organization sponsor

\_\_\_\_\_ and hereby agree with the defined rules and regulations.

Name \_\_\_\_\_ Date \_\_\_\_\_

**Total \$** \_\_\_\_\_ (Must be received in Advance)

Total payment in U.S. funds is due with this form.

☐ Charge to the following: ☐ AMEX ☐ MASTERCARD ☐ VISA ☐ DISCOVER

Card No. \_\_\_\_\_

Expiration Date   /

By signing below, I accept the charges I have indicated on this form and agree to the advertising policies and principles outlined.

\_\_\_\_\_  
Cardholder's Name (please print name as it appears on card)

\_\_\_\_\_  
Signature (required for credit card payment and processing)

\_\_\_\_\_  
Date

## Cancellation Policy

Cancellations must be received in writing 7 days prior to run date. All cancellations will be subject to a 20% administrative fee. Refunds will not be given once the campaign is initiated. Note: All cancellations must be made in writing.

## Mail or Fax application and payment to:

AAPM&R Advertising, P.O. Box 95528, Chicago, IL 60694-5528  
or Secure Fax: (847) 563-4191

For more information, please contact Sharon Popielewski at (847) 737-6048 or email [spopielewski@aapmr.org](mailto:spopielewski@aapmr.org).

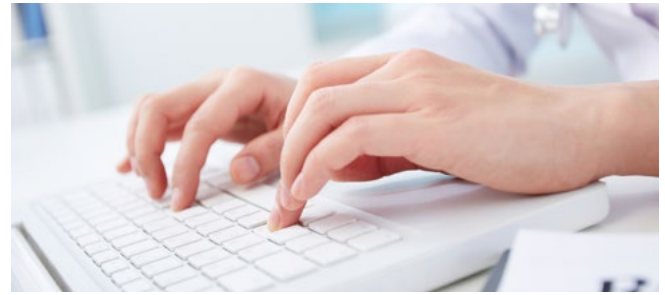


# Webinar Opportunities



## Sponsored Webinar Series

AAPM&R is pleased to offer organizations the ability to host a webinar for our members. Each webinar may be up to 30 minutes in length, with an additional 10 minutes for Q&A, and may feature 1–2 speakers. AAPM&R will work to schedule the webinars to allow for maximum participation from all time zones. Each sponsor may present the sponsored webinar 2 times within a 24-hour period for single fee.



### Webinar Request Form

☐ Yes, I would like to host a webinar:

Contact Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_

Topic \_\_\_\_\_

### Webinar Fees

- ☐ \$9,500 Per webinar fee as outlined for Industry Relations Council (IRC) Participants
- ☐ \$15,000 Basic webinar fee as outlined for non-IRC Participants
- ☐ \$1,000 Live capture of webinar for host's internal use (optional)
- ☐ \$15,000 Live capture and hosting on (or linking from) AAPM&R website for 1 year (optional)

(Fees and details as of June 2, 2016 and are subject to change. Sponsors are encouraged to schedule multiple Webinars per year to build awareness. Webinar fee will be reduced by 10% for those scheduling 2 or more Webinars.)

\_\_\_\_\_ Subtotal from above

### Promote Your Webinar

(Sponsors may want to promote the webinar to AAPM&R members through a number of channels.)

- ☐ \$2,500 Box advertisement in 2 weekly digital newsletters (sponsor to provide artwork)
- ☐ \$1,100 Advertisement in AAPM&R's printed newsletter, *The Physiatrist* (sponsor to provide artwork: 8" w x 4 1/8" h)
- ☐ \$1,000 Mailing list rental (AAPM&R must approve mailing list)

\_\_\_\_\_ Subtotal from above

**TOTAL**

### Method of Payment (must be paid in advance)

Total payment in U.S. funds is due with this form.

- ☐ Enclosed is check # \_\_\_\_\_ made payable to AAPM&R
- ☐ Charge to the following: ☐ AMEX ☐ MASTERCARD ☐ VISA ☐ DISCOVER

Card No.

Expiration Date  /

By signing below, I accept the charges I have indicated on this form and agree to the advertising policies and principles outlined.

Cardholder's Name (please print name as it appears on card) \_\_\_\_\_

Signature (required for credit card payment and processing) \_\_\_\_\_

Date \_\_\_\_\_

### For more information, contact:

Sharon Popielewski  
Director Business and Resource Development, AAPM&R  
(847) 737-6048  
spopielewski@aapmr.org

### Mail or Fax application and payment to:

AAPM&R Advertising OR Secure Fax: (847) 563-4191  
P.O. Box 95528  
Chicago, IL 60694-5528

### Cancellation Policy

Cancellations must be received in writing 7 days prior to run date. All cancellations will be subject to a 20% administrative fee. Refunds will not be given once the campaign is initiated. NOTE: All cancellations must be in writing.

# Advertising Specifications/ Term and Conditions



## Web Specifications

- Please send a copy of this form and your advertisement to [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org) for approval
- AAPM&R will place your ad based on your target audience and space availability.
- Advertising space is limited, and multiple ads can appear on a page at the same time.
- All ads must be submitted no later than five days prior to launch date.
- AAPM&R will provide the advertiser with page view statistics.

## Digital Specifications

- Rotating images on interior pages need to be done in animated GIF or HTML5 format.
- Static image only for Annual Assembly home page ads
- Static image only for e-newsletter (*AAPM&R Connection*)
- File formats accepted: PNG, GIF, JPG
- Resolution: 72 pixels per inch
- Advertisements can be linked to the company's website.

## Classified Advertising—Employment ONLY

Graphics, logos, and borders are not permitted. Box numbers are not offered.

Orders must be submitted in writing, and payment must be made in advance.

Email ad text to [careerservices@aapmr.org](mailto:careerservices@aapmr.org). Insertion in the desired issue is contingent upon receipt of payment.

Classified advertisements over 100 words will be charged an additional \$2 for each extra word. The following should be counted as one word:

- |                              |                    |
|------------------------------|--------------------|
| • All single words           | • Hyphenated words |
| • Two initials of a name     | • URL address      |
| • Single or group of numbers | • Abbreviations    |

## Display Advertising

Display advertisements may be purchased in various sizes in black and white or in four-color process.

- Email ad text to [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org). Insertion in the desired issue is contingent upon receipt of payment.
- Digital submission of print-ready ads required—PDF Format [PDF/X-1a:2001] required file type. **Faxed advertisements are not accepted.**
- **Advertising insertions requiring typesetting are subject to additional charges.**
- Location (placement) of the ad is at the discretion of AAPM&R.
- Trim size: 9" w x 12" h
- Binding method: saddle-stitched
- Halftone screen: 150 lines per inch

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) accepts advertising in certain venues and publications. Advertising revenue is used to support the activities of AAPM&R.

The appearance of advertising does not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence content. Members and patients count on AAPM&R to be an authoritative, independent voice in the world of science and medicine. Public confidence in our objectivity is critical to carrying out our mission. **As such, "advertisement" must be placed on the ad to be included on the AAPM&R website or e-communication.**

## Advertising Acceptance

1. AAPM&R has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with the values of members, the publication/website or the organization as a whole, and to stop accepting any advertisement previously accepted. Ads are subject to review by AAPM&R. Advertisements new to AAPM&R require preapproval before they can appear.
2. Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the U.S. Food and Drug Administration or other government agency, technical and/or scientific documentation may be required.
3. AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients).
4. While AAPM&R welcomes and encourages information-rich advertising, advertisements, advertising icons, and advertiser logos must be clearly distinguishable from content and may require special labeling to distinguish them as such.
5. Ad design cannot replicate existing design on [www.aapmr.org](http://www.aapmr.org) that makes it appear to be part of the non-advertisement content.
6. Cancellations must be received in writing seven days prior to run date. All cancellations will be subject to a 20% administrative fee. Refunds will not be given once the campaign is initiated.
7. AAPM&R reserves the right to determine advertisement placement. AAPM&R will discuss with advertiser prior to placement.
8. The following online advertising formats are prohibited:
  - Pop-ups and floating ads
  - Advertisements that collect personally identifiable information from visitors without their knowledge or permission
  - Ads that extend beyond the ad space or interfere with content or send visitors to another site without intentional visitor interaction (eg, ads that expand upon incidental mouse-over).
9. In addition, AAPM&R specifically prohibits advertisements from including:
  - Specific employment details such as salary and compensation information.
  - Membership recruitment mailings or related promotions for external organizations
  - Announcements of educational programs, equipment, or other products and services not related in some way to the field of physical medicine and rehabilitation except for specific AAPM&R-sponsored membership programs/ services provided by commercial firms
10. AAPM&R prohibits the use of member names and addresses for on-site visits to members' homes/offices for any reason

AAPM&R's published advertising policies are not exhaustive and are subject to change at any time without notice.

# Guidelines for Submission of Print Advertising/Corporate Logos



## File Requirements

### DIGITAL ADS: SUPPORTED LAYOUT/APPLICATION FILES

- Press-optimized PDF File Format Required [PDF/X-1a:2001]
- Microsoft Word (AD COPY ONLY—subject to additional typesetting charges)
  - Ads should be designed and saved at 100% size.
  - All elements must be placed. Include all fonts, logos/artwork, and images used with your ad submission.
  - Do not embed logos or images in your ad.

### Corporate Logos: Acceptable File Formats

#### PRINT

- Adobe Illustrator eps. file or Adobe Illustrator ai. file (preferred)
- 100%, 300 dpi TIFF File

#### COLOR PROFILES

- CMYK or grayscale accepted (NO Pantone® match colors accepted—please be sure to convert all artwork to the appropriate color profile)

#### IMAGE RESOLUTION

- 300 dpi is required for all image files. 72 dpi files are not acceptable; ads or placed artwork supplied as such will be returned.

#### FOR EPS GRAPHICS/IMAGES

- Convert all fonts to outlines.
- Do not nest EPS files in other EPS files.

#### FONTS

Embed all fonts or include all fonts in packaged files.

- No True Type
- Font information should include name.

**NOTE:** Advertisements supplied as Microsoft Word files may be subject to additional typesetting charges. Do not embed logos or images in your Microsoft Word document. Advertisements emailed as text files are subject to additional typesetting charges.

#### WEB

- 72 dpi PNG, GIF, or JPG File

DO NOT copy/use images, scans, or logos/art from your company's website. Include all fonts, images/photographs, logos/artwork.

## Additional Instructions

### SINGLE PAGE ADS/SPREADS

- Build pages to trim size and extend bleed at least 1/8 inch (0.125 inch) beyond trim.
- Spreads: Supply single pages (Document size must equal the size of a single page or spread size.)
- Halftone screen: 150 lines per inch (300 dpi). Pricing is based on 4-color advertisement.

### FOUR COLOR ADS

- Color graphics/images must be in CMYK mode. No Pantone® match colors.

## Important Additional Instructions

Advertisements supplied to AAPM&R that require additional typesetting, edits, layout, color separation, or film work are subject to additional charges. AAPM&R reserves the right to decline, withdraw, or edit advertisements not in keeping with AAPM&R's guidelines of digital advertisement submission.

Customer will be notified of additional incurred costs for any necessary production services (production of proofs, typesetting, digital alterations, etc).

## Email/Fax/Mail Insertion Order(s) To:

**AAPM&R Advertising**

**PO Box 95528**

**Chicago, IL 60694-5528**

**Phone: (847) 737-6000**

**Fax: (847) 563-4191**

**corporatesupport@aapmr.org**

**www.aapmr.org**