

aaPM&R



Media Kit

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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.**

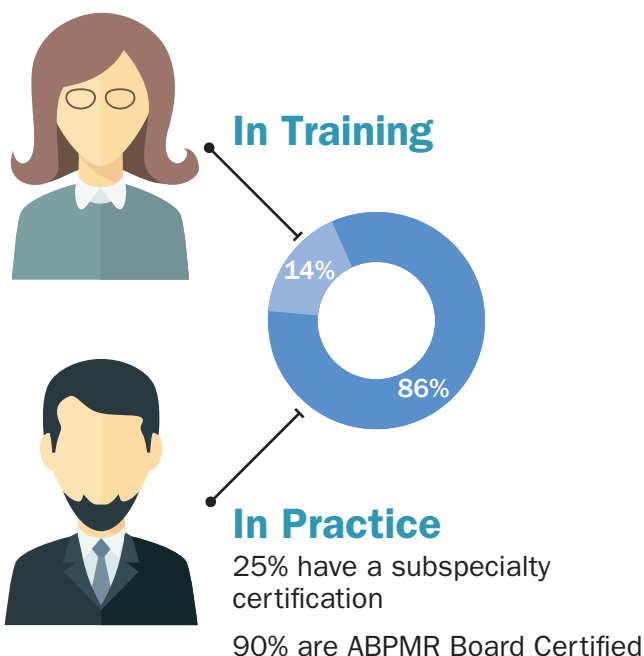
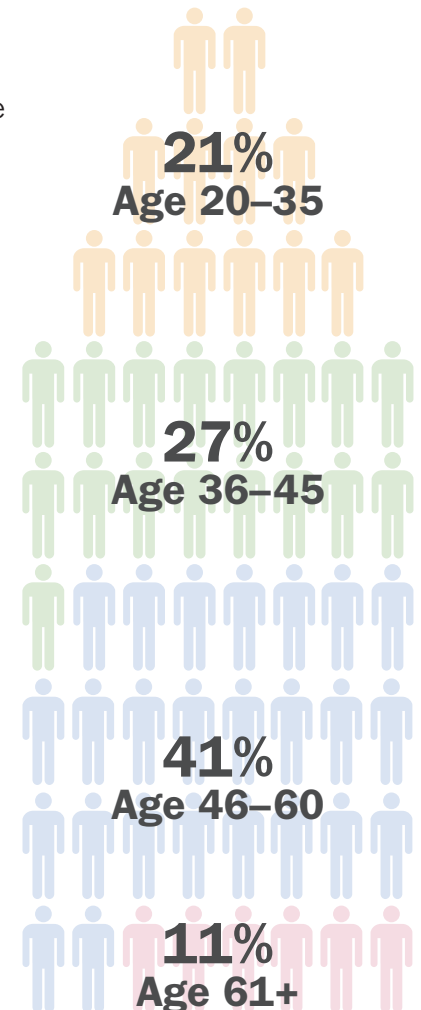
What is physical medicine and rehabilitation?

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.



NEW! 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. **\$3,000/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 (970x250 pixels)
- Landing Pages Box Advertisements* (300x250 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* (180x250 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. 1 Landing Page and all internal pages under that landing page **\$1,500**
2. Homepage Only **\$2,000**
3. All 7 Landing Pages Only **\$3,000**
4. All Internal Pages Only **\$3,000**
5. Homepage, All 7 Landing Pages, and all Internal Pages **\$6,500**



For ad specifications, please see page 20.

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

Digital Advertising Opportunities

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.

Frequency Weekly

Average Distribution 8,500

Average Open Rate 30%

Pricing \$750/issue

NEW! 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.

Option 1 Title, picture and 35 words of text

Option 2 Title and 45 words of text

Pricing \$950/issue

Website add on \$250/article for 60 days

IPC participants
receive a 10%
discount.

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.

Frequency Six times a year

Average Distribution 1,200

Average Open Rate 40%

Pricing \$1,000/issue

For ad specifications, please see page 20.

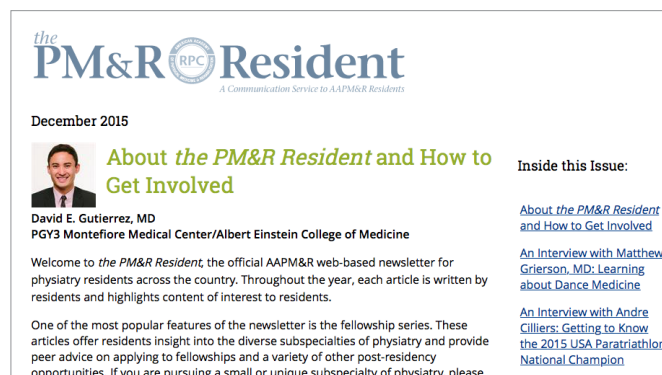
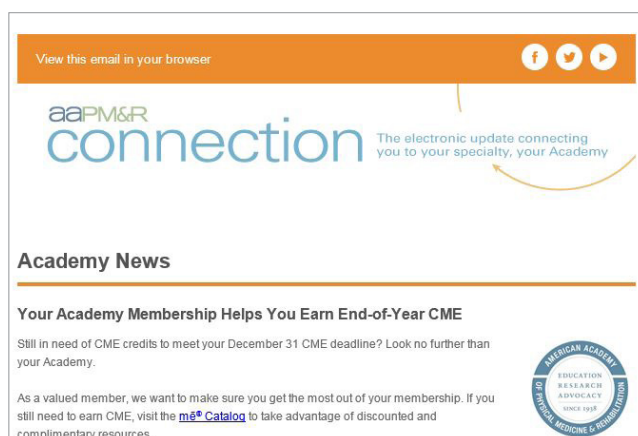
Looking to hire a PM&R physician?

Check out the employer options on page 8

E-Newsletter Ad Sizes

(600 x 100 pixels)

(JPEG or PNG file type only.)



All ads and sponsored content are subject to approval by AAPM&R.

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 \$1,000/issue

The Neural Network

(Central Nervous System Rehabilitation Council)

Average Distribution 1,400

Average Open Rate 30%

The Networker

(General and Medical Rehabilitation Council)

Average Distribution 1,400

Average Open Rate 30%

Core

(Musculoskeletal Medicine Council)

Average Distribution 2,600

Average Open Rate 37%

The Needler

(Pain/Neuromuscular Medicine Council)

Average Distribution 2,400

Average Open Rate 33%

Pediatric Passages

(Pediatric Rehabilitation/Developmental Disabilities Council)

Average Distribution 500

Average Open Rate 37%

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 3,700

Average Open Rate 58%

Pricing \$1,500/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	March 31
June	May 1
July	June 1
August	June 30
September	August 1
October/November	September 1
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

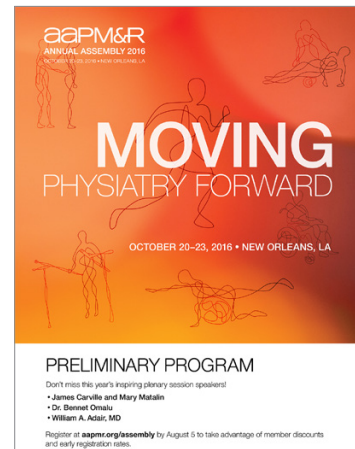
PM&R, The Journal of injury, function, and rehabilitation PM&R is the official scientific journal of AAPM&R.

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

Other Opportunities

Annual Assembly Opportunities

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



For more information on Annual Assembly Advertising Opportunities, contact:

corporatesupport@aapmr.org or (847) 737-6000.

For more information on Exhibits and Sponsorships, contact:

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

Employment Specific Opportunities

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

Interested in Exhibits and Sponsorships? contact:

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

Other Opportunities

Employment Specific Opportunities

Career Corner E-Newsletter

Add more value to your Job and Fellowship 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.**

Login today at jobboard.aapmr.org/employees

Average Distribution 8,600

Average Open Rate 35%

Frequency Monthly

Pricing \$225/issue

The *Physiatrist* newsletter (see page 6)

Display advertisements

Classified advertisements (employment related only)

2017 AAPM&R Job and Fellowship Fair

Wednesday, October 11, 2017, Denver, CO

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. 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 or (847) 737-6000.

Job and Fellowship Board

The AAPM&R Physiatrists' 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!

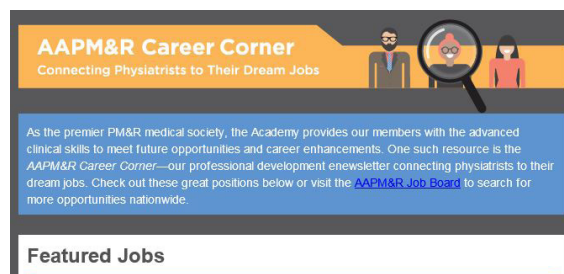
For more information on the NHCN, please contact careerresources@aapmr.org.

New! The Fellowship Database has a new home on the Job and Fellowship Board.

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

Interested in Exhibits and Sponsorships? contact:

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



Visit the Job and Fellowship Board at:
jobboard.aapmr.org/employers

Preliminary and Official Program Advertising Options



American Academy of Physical Medicine (AAPM&R) Annual Assembly and Technical Exhibition
Colorado Convention Center, Denver, CO, October 12–15, 2017

<i>Preliminary Program Distribution</i>	<i>Official Program Distribution</i>
10,000+	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	US \$4,100	US \$3,200
1/2 PAGE	US \$2,700	US \$2,200
1/4 PAGE	US \$2,100	US \$1,800
INSIDE FRONT COVER	US \$9,500	US \$9,500
INSIDE BACK COVER	US \$9,500	US \$9,500
BACK COVER	N/A	US \$13,500
COVER TIP	N/A	US \$15,000

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

CLOSING DEADLINES

- ☐ Preliminary Program, March 27, 2017
- ☐ Combination Package (Preliminary and Official Program) March 27, 2017
- ☐ Official Program, July 24, 2017

Nonexhibitor Net Rates

	PRELIMINARY PROGRAM	OFFICIAL PROGRAM
FULL PAGE	US \$4,900	US \$3,800
1/2 PAGE	US \$3,100	US \$2,500
1/4 PAGE	US \$2,400	US \$2,000

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).

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)

FAX/MAIL FORM TO:

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

AAPM&R CORPORATE SUPPORT

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

Please complete form on page 11.

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.

Annual Assembly Registrant Mailing List Information



To order the mailing list, please complete the information on page 9, 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 2017. 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.

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

Rental Cost

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

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

NOTE: PLEASE PROVIDE ALTERNATE EMAIL ON ADVERTISING ORDER FORM (IF DIFFERENT FROM CONTACT):

Visit <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

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

- 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

Digital Advertising

Website Banner Ads:

(Bundle descriptions on page 3)

- ☐ Bundle 1: \$1,500 ☐ Bundle 4: \$3,000
☐ Bundle 2: \$2,000 ☐ Bundle 5: \$6,500
☐ Bundle 3: \$3,000

Preferred Start Date

(note: this process takes a minimum of 5 business days)

- ☐ Annual Assembly Site ads: \$3,000

Preferred Start Date

(note: this process takes a minimum of 5 business days)

- ☐ Connection—Standard ad: \$750/issue
☐ Connection Sponsored Content ad: \$950/issue
☐ Website add on (sponsored content only)
\$250/article for 60 days
☐ Council info e-newsletter: \$1,000/issue
Specify which Council

- ☐ Resident e-newsletter: \$1,000/issue
☐ Annual Assembly e-newsletter: \$2,500/issue
Specify which Issue

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

The Physiatrist Print Advertising

- ☐ CLASSIFIED (Employment Ads ONLY) –
\$450 per 100 word insertion (\$2 for each additional word)
☐ 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.
☐ FULL-PAGE Insertion (9" x 12," add 1/8" bleed) ☐ \$2,500 color ☐ \$2,000 B&W

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

DISPLAY AD SIZE A
(8" w x 4 1/8" h)

☐ \$1,100



DISPLAY AD SIZE B
(3 7/8" w x 4 1/8" h)

☐ \$825



DISPLAY AD SIZE C
(3 7/8" w x 2 1/8" h)

☐ \$750



- ☐ February 2017
☐ March 2017
☐ April 2017
☐ May 2017
☐ June 2017

- ☐ July 2017
☐ August 2017
☐ September 2017
☐ October/November 2017
☐ December 2017/January 2018

Annual Assembly Opportunities Preliminary and Official Program Advertising (see pricing on page 9)

PLEASE COMPLETE BY THE CLOSING DEADLINES

- ☐ Preliminary Program, March 27, 2017
☐ Combination Package (Preliminary and Official Program)
March 27, 2017
☐ Official Program, July 24, 2017

AD SIZE

- ☐ FULL PAGE (8 1/2" w X 11" h)
☐ 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 (US \$1,000 NET)
☐ POST Annual Assembly Registrant List (US \$1,000 NET)

EMAIL LIST TO (IF DIFFERENT FROM CONTACT):

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.

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

AAPM&R Membership

Mailing List Rates & 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	PO 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

10 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 2 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

PO 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

Denver, CO

Wednesday, October 11, 2017

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.

- **New! Special pricing when you reserve your 2017 booth during the 2016 Event***
- **Deadline for application submission: October 21, 2017.**

The AAPM&R Job and Fellowship Fair is held one day prior to the Annual Assembly on October 11. The Annual Assembly is October 12–15, 2017, in Denver, CO. **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 2 representatives per table reserved. (additional badges may be purchased)
- Institution listed on the AAPM&R website (deadlines apply)

Additional Information

- Setup time: 2:30–5 pm on Wednesday, October 11, 2017
- Tear down: 9 pm on Wednesday, October 11, 2017
- 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 2017.

Stand OUT at the Job and Fellowship Fair!

Find out about sponsorships opportunities
by contacting careerservices@aapmr.org

Job and Fellowship Fair Interview Room

As an added advantage, an interview room will be provided as a service to participants after the Job and Fellowship Fair. Beginning on Thursday and continuing through Saturday, hourly time slots may be reserved 10 am–4 pm on a first-come, first-served basis.

* Contract must be received by October 21, 2016 to receive the on-site rate.

Reach More Candidates!

Extend Your Exposure!



NEW FOR 2017!

Kiosks for Employers in the Career Corner in the PM&R Pavilion

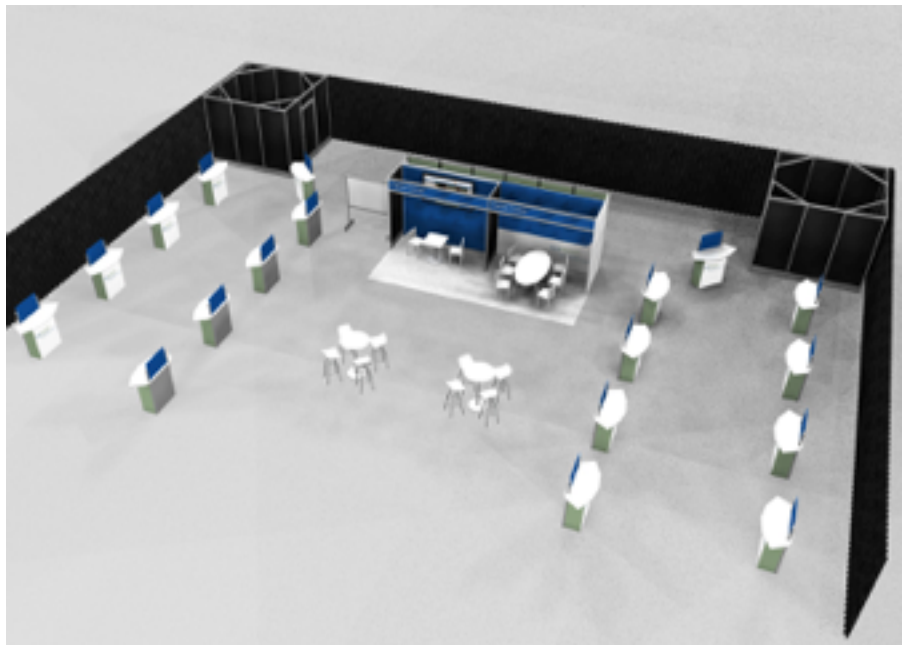
Act now! Limited opportunities!

- **The Career Corner is a featured area on the show floor**

- Meeting rooms will be available for your use.
- Academy Career Solutions
- AAPM&R Resources
 - AAPM&R Staff
 - Faculty

- **Your participation includes:**

- Kiosk
- Booth recognition in PM&R Pavilion.
- Available during PM&R Pavilion hours.
 - 19.5 hours of additional exposure
- Cost includes Job and Fellowship Fair and Kiosk:
 - On Site: **\$2,750**
 - Early Bird: **\$2,850** (Before May 1, 2017)
 - Standard: **\$2,950** (After May 1, 2017)



Be the first to take advantage of the NEW Career Corner at the 2017 Annual Assembly
in addition to your Job and Fellowship Fair participation!

For more information on the Career Corner, contact:

Kathleen Noonan | Knoonan@conventusmedia.com | (781) 375-8584

Job and Fellowship Fair Participation Form



October 11, 2017 6:30 pm–9 pm PLEASE PRINT OR TYPE INFORMATION.

PLEASE COMPLETE THE FOLLOWING INFORMATION:

Booths

8' x 10'

- ☐ \$750 — 2016 Onsite Registration (Until 10/21/16)
- ☐ \$850 — on or before May 1, 2017
- ☐ \$1,100 — after May 1, 2017

Job and Fellowship Fair and Kiosk

- ☐ \$2,750 — 2016 Onsite
- ☐ \$2,850 (before May 1, 2017)
- ☐ \$2,950 (after May 1, 2017)

Please list your top 4 booth location choices below*.

See the floor plan at www.aapmr.org, search Job and Fellowship Fair.

1. _____ 3. _____
2. _____ 4. _____

*Booths will be placed on a first-come, first-served basis.

Mailing List

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

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: \$775 ☐ Half-page Ad: \$500

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:

EAST — CT, DE, DC, ME, MD, MA, NH, NJ, NY, PA, RI, VA, VT, WV

MIDWEST — IL, IN, IA, KS, MI, MN, MO, NE, OH, WI

SOUTH — AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX

WEST — 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.

Badges

Please watch for information on our online badge registration process.

Interview Room Request

INTERVIEW ROOM _____ X \$100/hour = _____
NUMBER OF HOURS TOTAL

QMS will handle your online badge registration needs and GES will handle any booth materials you may need.

Please checkmark below your preferred day for an interview room.

Times will be scheduled closer to the event.

- ☐ THURSDAY ☐ FRIDAY ☐ SATURDAY

Total \$

Go to page 17 to fill out
payment and contact information.

Areas of Care

- ☐ Academic GME
- ☐ Academic Research
- ☐ General Rehabilitation
- ☐ Medical Rehabilitation
- ☐ Cancer
- ☐ Cardiopulmonary
- ☐ Geriatric
- ☐ Hospice Palliative Care
- ☐ Limb Deficiency
- ☐ Musculoskeletal Medicine
- ☐ Spine Medicine
- ☐ Sports Medicine
- ☐ Neurological Rehabilitation
- ☐ Stroke
- ☐ Brain Injury
- ☐ Spinal Cord Injury
- ☐ Neuromuscular Medicine
- ☐ Occupational Rehabilitation
- ☐ Pain Medicine*
- ☐ 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

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

Types of Fellowships

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

If the information above is not provided,
nothing will be published.

**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: info@aapmr.org

www.aapmr.org

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

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

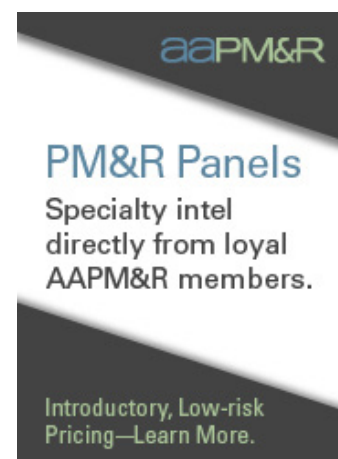
FAX APPLICATION AND PAYMENT TO: (847) 563-4191

CANCELLATION AND CHANGE POLICY

Application must be fully completed for processing. All changes or cancellations 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.

PM&R Panels: 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
Survey Option A: Up to 5 questions Maximum of 2 open-ended questions	\$5,000 plus \$50 per response	\$7,500 plus \$50 per response
Survey Option B: Up to 10 questions 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 for introductory pricing!

(847) 737-6048

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: ☐ 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.

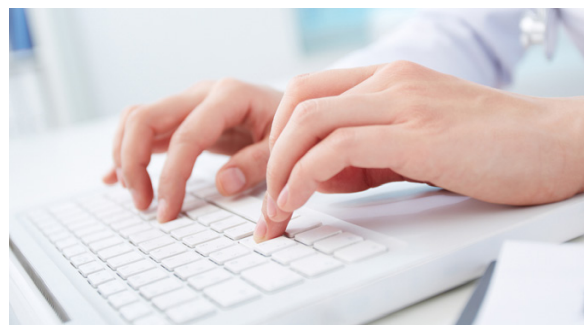
Mail or Fax application and payment to:

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.

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 4 weekly digital newsletters (sponsor to provide artwork)
- ☐ \$1,200 Advertisement in AAPM&R's printed newsletter, The Physiatrist (sponsor to provide artwork)
- ☐ \$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 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. 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
 - Two initials of a name
 - Single or group of numbers
 - Hyphenated words
 - URL address
 - 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. Insertion in the desired issue is contingent upon receipt of payment.
- Digital submission of print-ready ad 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 14"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 US 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 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 ARTWORK FILE FORMATS

PRINT

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

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.

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

- Change 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.

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 service (production of proofs, typesetting, digital alterations, etc).

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