aaPM&R

Corporate Support

Collaborate. Educate. Promote.

Media Kit

About AAPM&R	2
Digital Advertising Opportunities	3
Print Advertising	6
Employment-Specific Opportunities	7
Preliminary and *Official Program* Advertising Options	8
Advertising Order Form	9
Annual Assembly Registrant Mailing List Information	10
Mailing List Rates and Usage Policy	11
Mailing List Order Form	12
AAPM&R Job and Fellowship Fair	13
Job and Fellowship Fair Participation Form	14
PM&R Panels	16
PM&R Panels Order Form	17
Webinar Opportunities	18
Advertising Specifications/Term and Conditions	19
Guidelines for Submission of Print Advertising/Corporate Logos	20

About AAPM&R

aaPM&R Corporate Support
Collaborate. Educate. Promote.

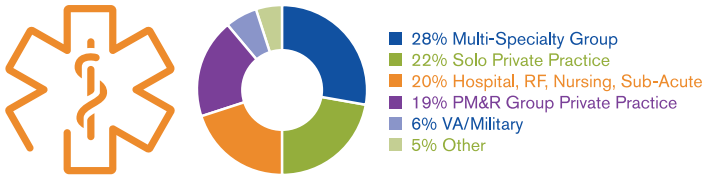
The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical society representing more than 9,000 physicians who are specialists in the field of physical medicine and rehabilitation (PM&R). **PM&R physicians are nerve, muscle, bone, and brain experts who treat injury or illness nonsurgically to decrease pain and restore function.**

9000+
ACTIVE MEMBERS

28%
HOLD A SUBSPECIALTY CERTIFICATION

- 42% Pain
- 23% Sports
- 14% Spinal Cord Injury
- 9% Brain Injury
- 8% Pediatric Rehabilitation
- 3% Neuromuscular
- 1% Hospice and Palliative

PRIMARY PRACTICE SETTING



- 28% Multi-Specialty Group
- 22% Solo Private Practice
- 20% Hospital, RF, Nursing, Sub-Acute
- 19% PM&R Group Private Practice
- 6% VA/Military
- 5% Other

1900
PHYSIATRISTS IN-TRAINING

73%
OF MEMBERS READ *THE PHYSIATRIST* PRINT NEWSLETTER

29%
OPEN RATE FOR *CONNECTION* WEEKLY E-NEWSLETTER

600+
MEMBERS VOLUNTEER ON COMMITTEES, TASK FORCES, AND MORE!

500+
MEMBERS POSTED ON PHYZFORUM, AAPM&R'S ONLINE MEMBER COMMUNITY

5000+ PER YEAR
MEMBERS PARTICIPATED IN AN EDUCATIONAL ACTIVITY ON mē®, AAPM&R'S EDUCATIONAL PORTAL

**All data taken from the Annual Assembly Attendee Demographics Report, Exhibitor Survey and Attendee Survey.*

Digital Advertising Opportunities

aaPM&R Corporate Support
Collaborate. Educate. Promote.

Website Banner Ads

AAPM&R website

The Academy's 9,000+ members visit 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, advertise on the AAPM&R website and reach a worldwide audience of PM&R physicians and the patients they serve.

- Available Jan-Dec
- Monthly Ads

- www.aapmr.org (2017 data; January-December)
  - — An average of 48,000 visitors per month
  - — An average of 165,000 pageviews per month
  - — Top 3 site sections: About Physiatry, Career Center, and Education

Homepage Footer—Horizontal
(970 x 250 pixels)
(NOT SHOWN AS ACTUAL SIZE; PROPORTIONAL REPRESENTATION ONLY)

Landing Page Box
(300 x 250 pixels)
- To the right of the main header on the page
- 7 landing pages to choose from

(NOT SHOWN AS ACTUAL SIZE; PROPORTIONAL REPRESENTATION ONLY)

Internal Pages Box-Skyscraper
(180 x 250 pixels)
- Left column to the side of the main content
- Internal pages are considered the sub pages of the landing pages

(NOT SHOWN AS ACTUAL SIZE; PROPORTIONAL REPRESENTATION ONLY)

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

AAPM&R Website 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 (250+) **$7,150**

Annual Assembly Website

The AAPM&R Annual Assembly website is the main source for the most up-to-date information about the conference. With some of the most active pages on the AAPM&R website, the Assembly website is the attendee's "go-to" to learn about the educational programming, networking opportunities, and all Annual Assembly offerings. Exhibitors and sponsors also visit these pages for information on the PM&R Pavilion and ways to get involved.

- Available May-Nov
- Monthly Ads

- www.aapmr.org/education/annual-assembly (2017 data; May-October)
  - — An average of 17,200 pageviews per month
  - — Average time on page: 2 minutes 40 seconds
  - — An average of 6,405 entrances to aapmr.org per month start within the Annual Assembly pages

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)

AAPM&R Annual Assembly Website Options

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

For ad specifications, please see page 10.

AAPM&R's website accomodates static or HTML5 ads.

Reserve your spot today! Complete the form on page 9.

Digital Advertising Opportunities

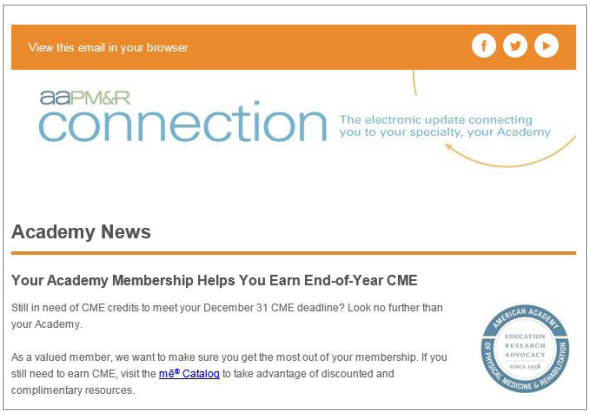
aaPM&R Corporate Support
Collaborate. Educate. Promote.

E-Newsletters

AAPM&R Connection E-Newsletter

Connection is a **weekly** members-only e-newsletter with timely Academy updates. Content includes updates on events, Academy and specialty news, AAPM&R product advertisements, news on policy and legislation related to PM&R, and more.

- Average distribution: 7,500
- Average open rate: 30%
- Readership Survey Results (from 2016):
  — 87% of members find *Connection* valuable



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

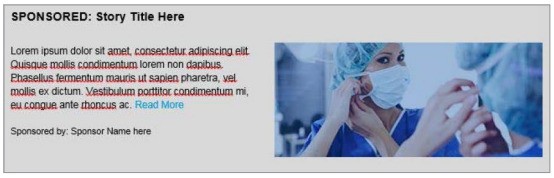
Ad in AAPM&R *Connection* E-Newsletter

Pricing: $775/issue

All ads and sponsored content are subject to approval by AAPM&R.
For ad specifications, please see page 10.

Sponsored Content in *Connection* E-Newsletter

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.



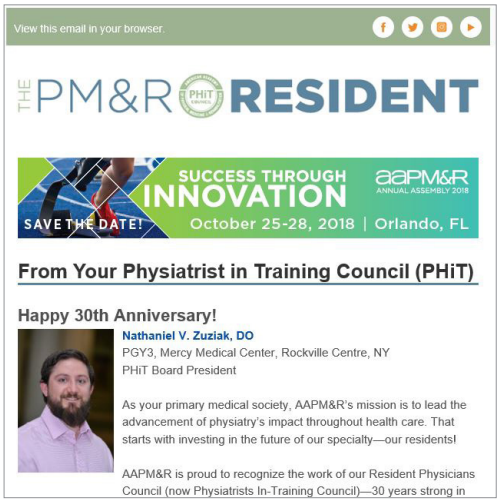
Sponsored Content in AAPM&R *Connection* E-Newsletter

Option 1:	Title, picture and 35 words of text
Option 2:	Title and 45 words of text
Pricing:	$1,000/issue
Website add on:	$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 develop informed opinions on subjects that will affect their professional and, in some instances, their personal lives.

- Frequency: Six times a year
- Average distribution: 1200
- Average open rate: 40%



Ad in AAPM&R *Resident* E-Newsletter

Pricing: $1,050/issue

aaPM&R Corporate Support
Collaborate. Educate. Promote.

E-Newsletters

Looking to Reach Your Target Audience?

Let AAPM&R Help You.

Contact us today for more information on custom solutions.

(847) 737-6038, corporatesupport@aapmr.com

Annual Assembly Info E-Newsletters

(Limited Spots Available)

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 95 educational sessions and more than 175 exhibiting companies.

- Average Distribution: 2,500
- Average Open Rate: 58%
- Number of issues: 6

Annual Assembly Info E-Newsletters

Pricing: $1,575/issue

Space is limited in AAPM&R E-newsletters.

Secure your presence today.

Print Advertising

aaPM&R Corporate Support
Collaborate. Educate. Promote.

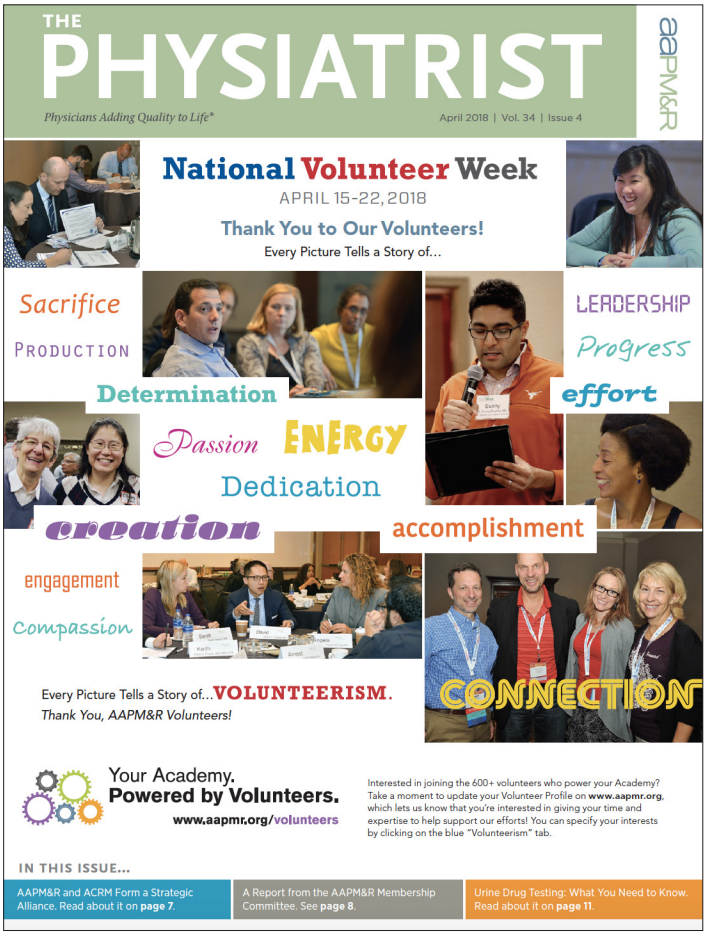
Print Publication

The Physiatrist Newsletter

The Physiatrist is the official membership publication of AAPM&R. Published 10 times each year, this print newsletter updates readers on Academy activities and programs, legislative actions, practice and socioeconomic issues, educational courses, specialty developments, and employment opportunities.

- Average print distribution: 8,000
- Readership Survey Results (from 2016):
  - — 81% of members read *The Physiatrist*
  - — 88% of members find *The Physiatrist* valuable

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 2019	November 1



The Physiatrist Print Advertising

FULL-PAGE (9"w x 12"h, add 1/8" bleed)
$2,625 Color $2,100 B&W

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)

The Physiatrist Print Advertising

Display Ad Size A: $1,155
Display Ad Size B: $865
Display Ad Size C: $790
Classified Ad: $475 per 100 word insertion
(Employment Ads Only) ($2 for each additional word)

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

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

For more information, contact Stephen Jezzard at sjezzard@wiley.com.

Employment-Specific Opportunities

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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.

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

Looking to advertise a Fellowship position? AAPM&R offers complimentary Fellowship postings. Contact us at (847) 737-6038 or careerservices@aapmr.org for more information.

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

Looking for print and online options?
Purchase your ad through the Job Board for discounted pricing!

The Physiatrist newsletter (see page 6)

- Display advertisements
- Classified advertisements

THE PHYSIATRIST
Physicians Adding Quality to Life®
March 2017 | Vol. 33 | Issue 2
aaPM&R

Support Brain Injury Awareness Month

March is the time of year when spring arrives, St. Patrick's Day is celebrated, and the intensity of March Madness basketball brackets occurs. March is also when we recognize Brain Injury Awareness Month.

Every 23 seconds, one person in the U.S. sustains a brain injury.[1] The Brain Injury Association of America leads the nation in observing Brain Injury Awareness Month, to help educate the public about the incidence of brain injury, the needs of people with brain injuries and their families, empower those who have survived, and promote the many types of support that are available.[2]

Brain Injury Fast Facts:

Every 23 seconds, one person in the U.S. sustains a brain injury.[1]

Falls are the leading cause of traumatic brain injury (TBI).[1]

Most traumatic brain injuries are preventable.[1]

At least 5.3 million Americans currently have a long-term or lifelong need for help to perform activities of daily living as a result of a TBI.[1]

Direct medical costs and indirect costs such as lost productivity due to TBI tested an estimated $60 billion in the United States in 2000.[1]

Brain Injury Activities on m8[1]:

- Concussion and Mild Traumatic Brain Injury SAE-P— even 8 AMA PRA Category 1 Credits[1]
- Spasticity and Dystonia Case-Based Learning Course—new!
- Brain Injury Medicine Subspecialty Exam Prep— even 3.5 AMA PRA Category 1 Credits[1]
- MOCI-3 Stroke Rehabilitation Online Review Course— even 1.75 AMA PRA Category 1 Credits[1]
- Brain Injury PMR Journal articles—earn 1 AMA PRA Category 1 Credit[1] per article. These are free to overcome!
- Various print resources and products.

Take this opportunity to further your skills in this clinical area by visiting **ms.aapmr.org** for our collection of brain injury resources, developed by your peers.

REFERENCES:
1 https://www.ngf.org/about-brain-injury
2 http://www.biacoa.org/pdf/brain-injury-awareness-month.htm
3 http://www.brainline.org/content/2008/07/ten-about-traumatic-brain-injury.html

Celebrating the Imperfect Body

Meagan Arendorff, AAPM&R Staff

Every day, physiatrists help their patients define functional outcomes and maximize quality of life. In many cases, function isn't defined by progress but maintenance, not all conditions are reversible. The human body is imperfect but the human spirit is strong. And thankfully, physiatry is more than well, you fill in the blank.

If you've ever visited the AAPM&R National Office in Rosemont, Illinois, you may have noticed vibrant pieces of art featuring a brain and spine hanging in the reception area. We'd like to introduce Elizabeth Jameson to you. Ms. Jameson graduated from Stanford University with a BA in 1972, and received a law degree from Brash Hall School of Law in 1976. After a 20-year career as a lawyer representing poor and vulnerable children with chronic illnesses and disabilities, her professional and personal life changed dramatically when she was diagnosed with Multiple Sclerosis (MS).

continued on page 2 ▶

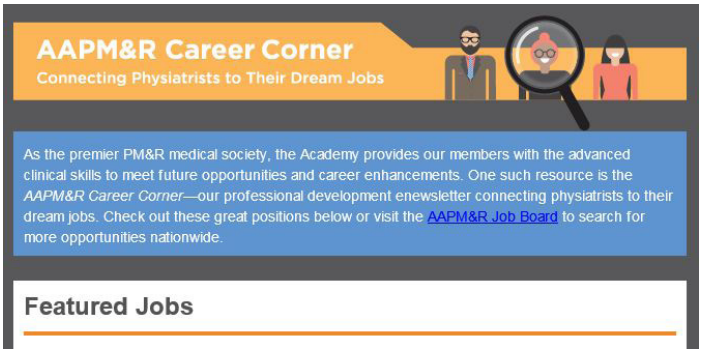
IN THIS ISSUE...

Geriatrics: Interviews with Our Liaisons. Read more on page 3
Clinical Practice Guidelines Committee—What We Do. See page 7
Update on the SOOD: Short-Term Goals Met. See page 8

Career Corner E-Newsletter

Add more value to your online 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.

- Average Distribution: 7,600
- Average Open Rate: 33%
- Frequency: Monthly


AAPM&R Career Corner
Connecting Physiatrists to Their Dream Jobs

As the premier PM&R medical society, the Academy provides our members with the advanced clinical skills to meet future opportunities and career enhancements. One such resource is the *AAPM&R Career Corner*—our professional development enewsletter connecting physiatrists to their dream jobs. Check out these great positions below or visit the AAPM&R Job Board to search for more opportunities nationwide.

Featured Jobs

***Career Corner* E-Newsletter**

Pricing: $235/issue

Looking for Print and Online Options?
Purchase your ad through the Job Board for discounted pricing.

Preliminary and *Official Program* Advertising Options

aaPM&R Corporate Support
Collaborate. Educate. Promote.

American Academy of Physical Medicine (AAPM&R) Annual Assembly and PM&R Pavilion
San Antonio Convention Center, San Antonio, TX, November 14-17, 2019

Preliminary Program Distribution	*Official Program* Distribution
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	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).

CLOSING DEADLINES

- **2019 Preliminary Program**
  - Ad Orders Due: March 6
  - Ad Materials Due: March 25
- **2019 Official Program**
  - Ad Orders Due: August 12
  - Ad Materials Due: August 19

Please complete form on page 9.

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

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.
AAPM&R offers special rates for advertising products with required PI information. Contact us for more information.

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).

Advertising Order Form

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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 Opportunities

WEBSITE BANNER ADS:
(Bundle descriptions on page 3)

- ❑ Bundle 1: $1,650
- ❑ Bundle 2: $2,200
- ❑ Bundle 3: $3,300
- ❑ Bundle 4: $3,300
- ❑ Bundle 5: $7,150

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:

_____

Print Advertising

- ❑ **FULL-PAGE** (9" w x 12"h, add 1/8" bleed)
  - ❑ $2,625 Color ❑ $2,100 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)
❑ $1,155	❑ $865	❑ $790
[redacted]	[redacted]	[redacted]

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

- ❑ **CLASSIFIED** (Employment Ads ONLY)

$475 per 100 word insertion ($2 for each additional word)

ISSUE SELECTION

- ❑ February 2019
- ❑ March 2019
- ❑ April 2019
- ❑ May 2019
- ❑ June 2019
- ❑ July 2019
- ❑ August 2019
- ❑ September 2019
- ❑ October/November 2019
- ❑ December 2019/January 2020

Annual Assembly Publications

PRELIMINARY and ***OFFICIAL PROGRAM*** Advertising **(see pricing on page 8)**

PLEASE COMPLETE BY THE CLOSING DEADLINES

- ❑ *Preliminary Program*, March 6
- ❑ Combination Package (*Preliminary* and *Official Program*) March 6
- ❑ *Official Program*, August 12

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.)

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
P.O. Box 95528
Chicago, IL 60694-5528

OR

Secure Fax: (847) 563-4191

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.

Annual Assembly
Registrant Mailing List Information

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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-July 2019. 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** 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

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.

Mailing List Rates and Usage Policy

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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

aaPM&R Corporate Support
Collaborate. Educate. Promote.

CONTACT NAME ❑ COMMERCIAL ORGANIZATION ❑ 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

AAPM&R Job and Fellowship Fair

aaPM&R Corporate Support
Collaborate. Educate. Promote.

About the Job and Fellowship Fair

Job and Fellowship FAIR

San Antonio, TX
November 13, 2019

- 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.

Deadline for application submission: November 1, 2019.

The AAPM&R Job and Fellowship Fair is held one day prior to the Annual Assembly on November 13, 2019 The Annual Assembly is November 14-17, in San Antonio, TX. **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)

Additional Information

- Setup time: 4 pm–6 pm on Wednesday, November 13, 2019
- Tear down: 9 pm–9:30 pm on Wednesday, November 13, 2019
- 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 Fellowhip 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 2019.

Stand OUT at the Job and Fellowship Fair!
Find out about sponsorships opportunities by contacting **careerservices@aapmr.org**.

Job and Fellowship Fair Participation Form

November 13, 2019 6:30 pm–9 pm

PLEASE PRINT OR TYPE INFORMATION.

aaPM&R Corporate Support
Collaborate. Educate. Promote.

PLEASE COMPLETE THE FOLLOWING INFORMATION:

Booths

10' x 10' (Premium Booth)

❑ $1,575

8' x 10'

❑ $890 — on or before May 1, 2018
❑ $1,155 — after May 1, 2018

Mailing List

❑ $775 — 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 (4" x 7.75," no bleed) $825
❑ Half-page Ad (4" x 3.75," no bleed) $550

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.

Total $

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

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

❑ 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: careerservices@aapmr.org
Website: www.aapmr.org

Go to page 15 to fill out payment and contact information.

Job and Fellowship Fair Participation Form

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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 1, 2019 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 1, 2019. 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

aaPM&R Corporate Support
Collaborate. Educate. Promote.

Market Research Opportunites

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 (847) 737-6048 for introductory pricing!

PM&R Panels Order Form

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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

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 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

Core Clinical Focus:

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

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

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

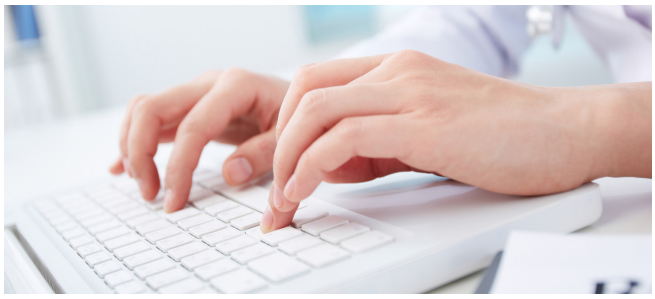
For more information, please contact Sharon Popielewski at (847)737-6048 or email **spopielewski@aapmr.org**.

Webinar Opportunities

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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 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

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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 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 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

aaPM&R Corporate Support
Collaborate. Educate. Promote.

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