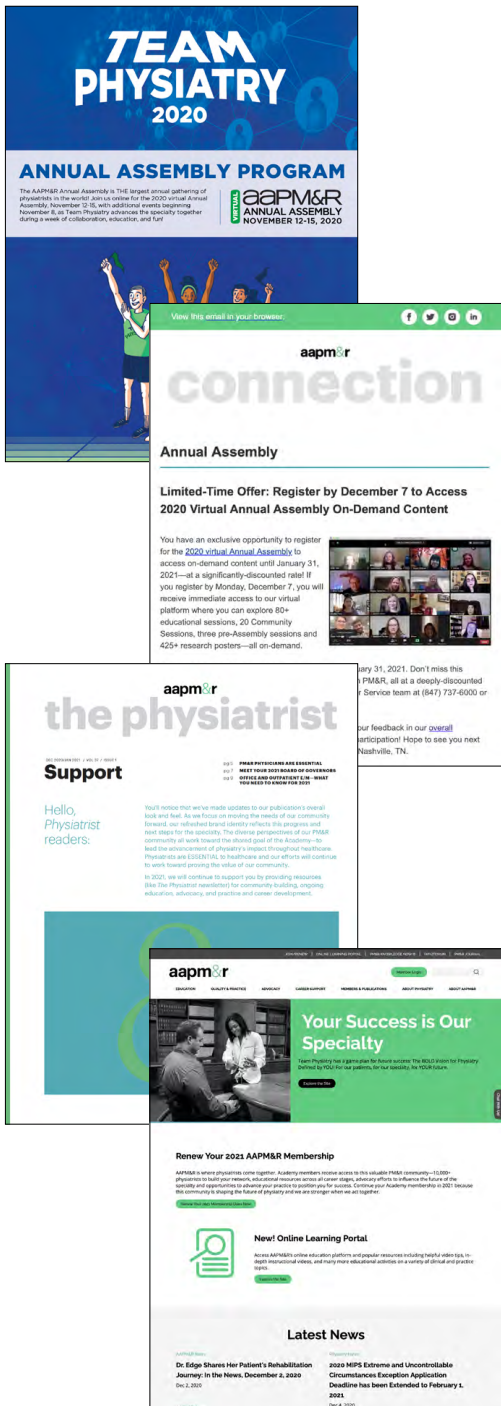




American Academy of  
Physical Medicine and Rehabilitation

# media kit



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The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical society representing more than 10,000 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.**

# 10000+

## ACTIVE MEMBERS



# 29%

HOLD A SUBSPECIALTY  
CERTIFICATION



- 44% Pain
- 25% Sports
- 17% Brain Injury
- 13% Spinal Cord Injury
- 9% Pediatric Rehabilitation
- 3% Neuromuscular
- 1% Hospice and Palliative

### PRIMARY PRACTICE SETTING



- 25% Multi-Specialty Group
- 21% Other
- 20% Hospital, RF, Nursing, Sub-Acute
- 15% Solo Private Practice
- 14% PM&R Group Private Practice
- 5% VA/Military

# 1600

## PHYSIATRISTS IN-TRAINING



# 73%

OF MEMBERS READ  
THE PHYSIATRIST  
PRINT NEWSLETTER



# 33%

OPEN RATE FOR  
CONNECTION  
WEEKLY E-NEWSLETTER



# 600+

MEMBERS VOLUNTEER  
ON COMMITTEES,  
TASK FORCES AND MORE!



# 1300+

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

# 5800+

PER YEAR

MEMBERS PARTICIPATED IN AN  
EDUCATIONAL ACTIVITY ON AAPM&R'S  
ONLINE LEARNING PORTAL.



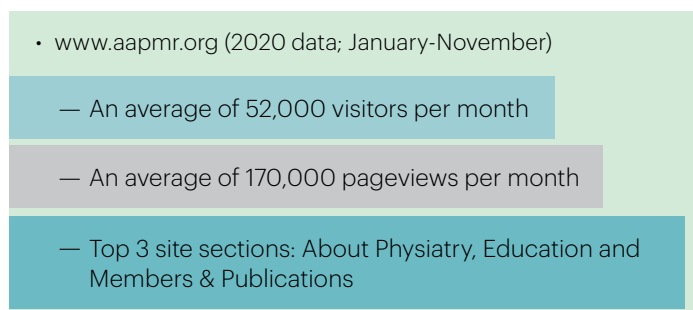
\*All data taken from the Annual Assembly Attendee Demographics Report, Exhibitor Survey and Attendee Survey.

## Website Banner Ads

### AAPM&R Website

The Academy's 10,000+ 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.

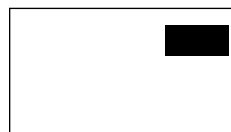
- Available January-November
- Monthly Ads



#### Homepage Footer—Horizontal

(970 x 250 pixels)

(NOT SHOWN AS ACTUAL SIZE; PROPORTIONAL REPRESENTATION ONLY)

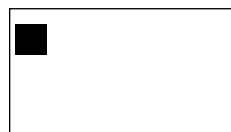


#### Landing Page Box

(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.

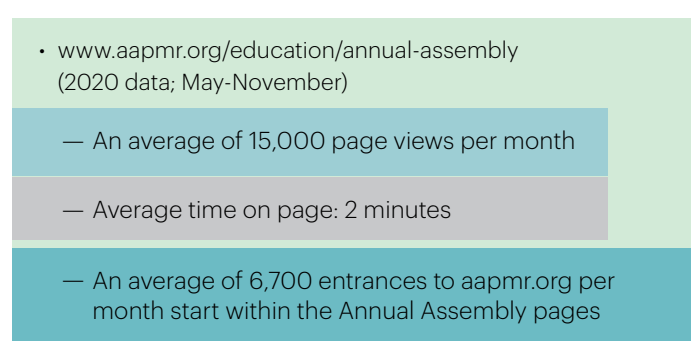
### AAPM&R Website Bundle Options (per month)

1. Landing Page and all internal pages under that landing page **\$1,900**
2. Homepage Only **\$2,650**
3. All 7 Landing Pages Only **\$3,700**
4. Homepage, All 7 Landing Pages, and all Internal Pages (250+) **\$7,950**

### 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.

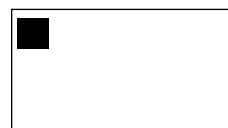
- Available May-November
- Monthly Ads



#### 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. **\$3,975/per month**

**AAPM&R's website accommodates static or HTML5 ads.**

**Looking for impression-based campaigns? Talk to us about pricing options and impression rates.**

**Reserve your spot today! Complete the form on page 10.**

**For ad specifications, please see page 18.**

# Digital Advertising Opportunities

## NEW! Retargeted Digital Advertising Opportunities

**aapm&r**

American Academy of  
Physical Medicine and Rehabilitation

### About AAPM&R's Website ([www.aapmr.org](http://www.aapmr.org))

The Academy's 10,000+ 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, organizations now can reach a worldwide audience of PM&R physicians and the patients they serve in two ways instead of just one. AAPM&R offers advertisements directly on specific pages of our website – this is not new and remains a valuable option. AAPM&R now also offers impression-based retargeted options – where the ads essentially “follow” a specific audience as they navigate their other online activities.

- **Average of 52,000 visitors per month**
- **Average of 170,000 page views per month**

### About AAPM&R Annual Assembly Site (May – November)

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.

- **Average of 6,700 entrances per month**

### Retargeted Process

#### Identify the target audience(s) that you are trying to reach!

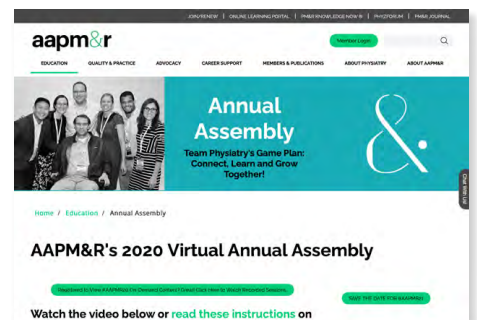
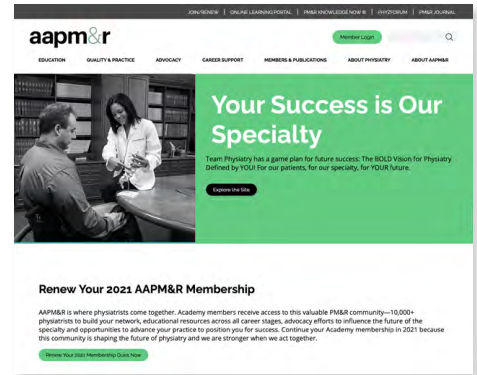
Examples of possible audiences are:

- Users who visited the Annual Assembly web pages
  - » Best for: Exhibitors at the Annual Assembly, Pharmaceutical companies, Device companies, Institutions, Employers at the Job Fair, Insurance companies
- Users who visited the Education web pages
  - » Best for: Pharmaceutical companies, Device companies, institutions
- Users who visited the Career Center web pages
  - » Best for: Pharmaceutical companies, Device companies, Institutions, Insurance companies, Financial companies, Employers
- Users who visited the About Physiatry web pages including Conditions and Treatments
  - » Best for: Pharmaceutical companies, Device companies, Institutions
- Users who visited the Medical Student web pages, including Resident Programs Map, etc.
  - » Best for: Institutions and Employers

### Limited Time Introductory Pricing

All campaigns are based on impressions, so the duration of the campaigns may vary.

- 15,000 impressions - \$5,000
- 25,000 impressions - \$7,500
- 50,000 impressions (recommended for Annual Assembly campaigns) - \$15,000



#### 1. Create your ad artwork

AAPM&R will provide recommended ad sizes and provide all of the Google ad requirements. Advertiser can provide up to 10 ad sizes for maximum exposure opportunities. **Need help with your artwork? AAPM&R is happy to help create your artwork. Additional fees apply.**

#### 2. Approval Process

AAPM&R will lead the Google ad approval process and help you with any changes that need to be made. Note: average estimated time for setting up a campaign and approval is 10 business days. This timeline may vary.

#### 3. Launch!

Once all approvals have been made, your retargeted campaign will launch!

**Need help identifying your audience? We can help suggest one based on your needs and goals!**

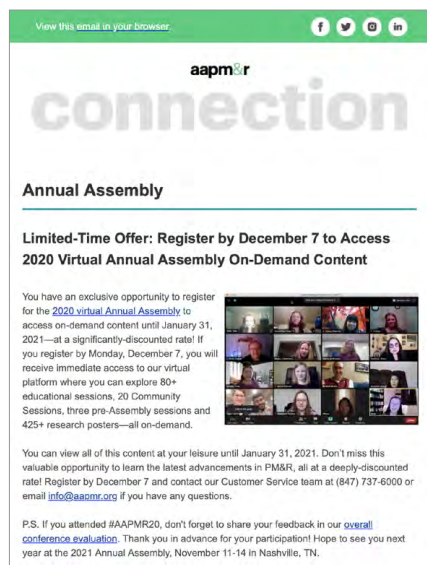
For more information, please contact us at  
[corporate-support@aapmr.org](mailto:corporate-support@aapmr.org) or (847) 737-6038.

## 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: 8,500-9,000
- Average open rate: 33%
- Frequency: Weekly



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

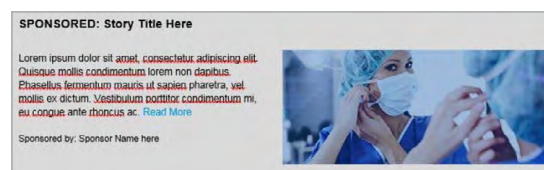
### Ad in AAPM&R Connection E-Newsletter

**Pricing:** \$1,995/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

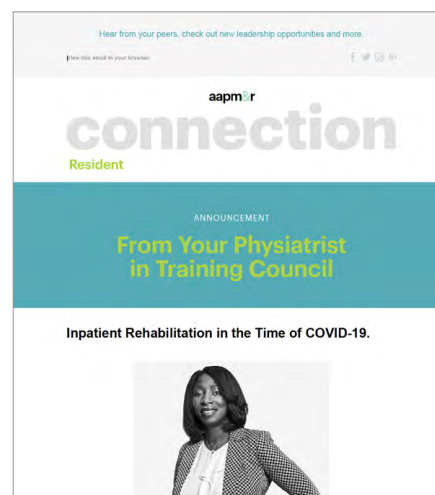
**Pricing:** \$2,500

**Note:** Fee includes 30-days of hosting content on aapmr.org.

### 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: 1,200
- Average open rate: 31%



### Ad in AAPM&R Resident E-Newsletter

**Pricing:** \$3,000/issue



## E-Newsletters

### 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.

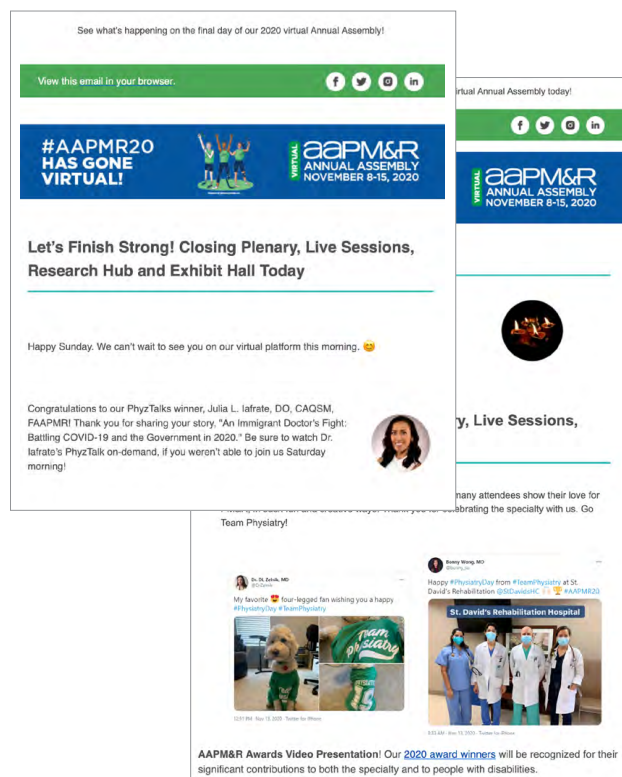
- Average Distribution: 2,300

- Average Open Rate: 45%

- Number of issues: 6

### Annual Assembly Info E-Newsletters

**Pricing:** \$2,650/issue



## Looking to Reach Your Target Audience?

## Let AAPM&R Help You.

Contact us today for more information on custom solutions.

Phone: (847) 737-6038 or email: [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org)

Space is limited in AAPM&R E-newsletters.

Secure your presence today.

## 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

### Issue Dates




### Closing Date

February	January 4
March	February 1
April	March 1
May	April 1
June	May 3
July	June 1
August	July 1
September	August 2
October/November	September 1
December/January 2022	November 2

### The Physiatrist Print Advertising

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

\$2,700 Color/B&W

<b>DISPLAY AD SIZE A</b> 8" w x 4 1/8" h 	<b>DISPLAY AD SIZE B</b> 3 7/8" w x 4 1/8" h 	<b>DISPLAY AD SIZE C</b> 3 7/8" w x 2 1/8" h 
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### The Physiatrist Print Advertising

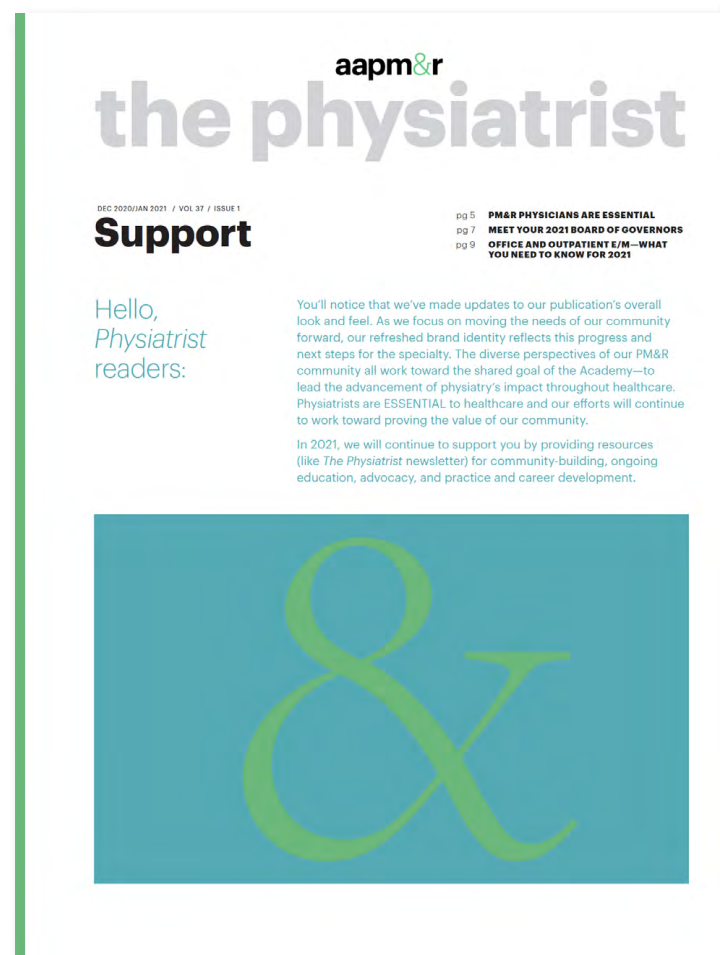
**Display Ad Size A:** \$1,225

**Display Ad Size B:** \$915

**Display Ad Size C:** \$835

**Classified Ad:** \$500 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](mailto:sjezzard@wiley.com).



## Opportunities

### Job and Fellowship Board



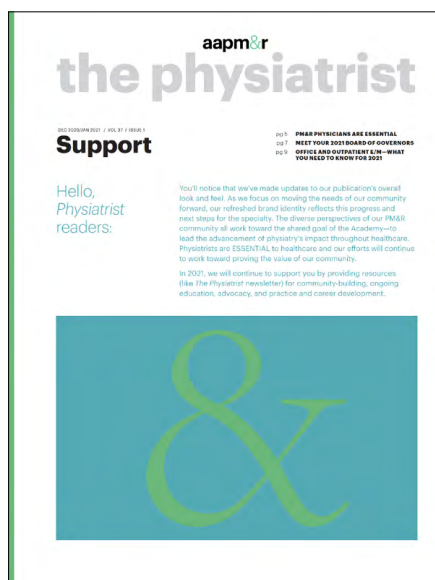
The AAPM&R Job and Fellowship Board is the premier electronic recruitment and leading job search resource **for physiatrists only!** Set up an account in minutes and post your open position immediately. Browse the resume database and search for your ideal candidates.

Visit the Job and Fellowship Board at:  
[jobboard.aapmr.org/employers](http://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 7)

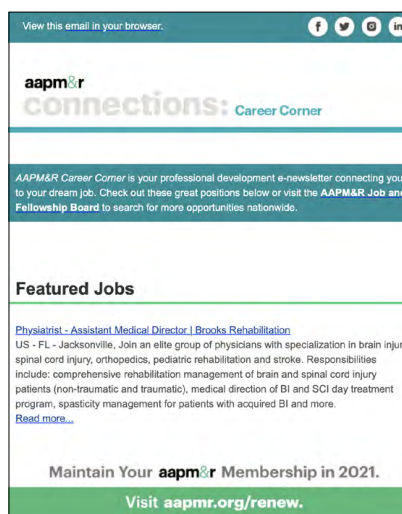
- Display advertisements
- Classified advertisements



### 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](http://jobboard.aapmr.org/employees).

- Average Distribution: 6,800-7,300
- Average Open Rate: 35%
- Frequency: Monthly



### 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



American Academy of  
Physical Medicine and Rehabilitation

American Academy of Physical Medicine (AAPM&R) Annual Assembly and PM&R Pavilion  
Omni Hotel/Music City Center, Nashville, TN, November 11-14, 2021.

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

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

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

**RESERVE YOUR SPACE TODAY!**

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

## NET RATES

### A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,550	U.S. \$3,550
INSIDE FRONT COVER	U.S. \$10,000	U.S. \$10,000
INSIDE BACK COVER	U.S. \$10,000	U.S. \$10,000
BACK COVER	U.S. \$14,000	U.S. \$14,000
COVER TIP	U.S. \$16,000	U.S. \$16,000

### Package Options

(Your ad will be included in both the Preliminary and Official Program)

FULL PAGE	U.S. \$7,500
INSIDE FRONT COVER	U.S. \$18,000
INSIDE BACK COVER	U.S. \$18,000
BACK COVER	U.S. \$26,000
COVER TIP	U.S. \$30,000

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

**Not an Exhibitor? You still can advertise. Talk to us about special rates.**

## CLOSING DEADLINES

### • 2021 Preliminary Program

- Ad Orders Due: April 12
- Ad Materials Due: April 26

### • 2021 Official Program

- Ad Orders Due: August 9
- Ad Materials Due: August 16

**Please complete form on page 10.**

### FAX/MAIL FORM TO:

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

### AAPM&R CORPORATE SUPPORT

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

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

**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

American Academy of  
Physical Medicine and Rehabilitation

## 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: \$1,900 ☐ Bundle 3: \$3,700  
☐ Bundle 2: \$2,650 ☐ Bundle 4: \$7,950

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: \$1,995/issue  
☐ Connection Sponsored Content ad: \$2,500/issue

- ☐ Resident e-newsletter: \$3,000/issue

- ☐ Annual Assembly e-newsletter: \$2,650/issue

Specify which Issue

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

### RETARGETED DIGITAL ADVERTISING

All campaigns are based on impressions, so the duration of the campaigns may vary.

- ☐ 15,000 impressions: \$5,000  
☐ 25,000 impressions: \$7,500  
☐ 50,000 impressions (recommended for Annual Assembly campaigns): \$15,000




## Print Advertising

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

- ☐ \$2,700 Color/B&W

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

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

DISPLAY AD SIZE A	DISPLAY AD SIZE B	DISPLAY AD SIZE C
8" w x 4 1/8" h	3 7/8" w x 4 1/8" h	3 7/8" w x 2 1/8" h
<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$915	<input type="checkbox"/> \$835
		

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

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

\$500 per 100 word insertion (\$2 for each additional word)

### ISSUE SELECTION

- ☐ February 2021 ☐ July 2021  
☐ March 2021 ☐ August 2021  
☐ April 2021 ☐ September 2021  
☐ May 2021 ☐ October/November 2021  
☐ June 2021 ☐ December 2021/January 2022

## Annual Assembly Publications

### A LA CARTE OPTIONS

(See pricing on page 9.)

(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed.)

### PRELIMINARY PROGRAM

(Please complete by 4/19/21)

### OFFICIAL PROGRAM

(Please complete by 8/17/21)

### AD SIZE

- ☐ FULL PAGE  
☐ INSIDE FRONT COVER  
☐ INSIDE BACK COVER  
☐ BACK COVER  
☐ COVER TIP

### AD SIZE

- ☐ FULL PAGE  
☐ INSIDE FRONT COVER  
☐ INSIDE BACK COVER  
☐ BACK COVER  
☐ COVER TIP

### PACKAGE OPTIONS

Your ad will be included in both the Preliminary and Official Program.

(See pricing on page 9.) (Please complete by 4/19/21)  
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed.)

### AD SIZE

- ☐ FULL PAGE  
☐ INSIDE FRONT COVER  
☐ INSIDE BACK COVER  
☐ BACK COVER  
☐ COVER TIP

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

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

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

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

Card No.

Expiration  
Date

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

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

SIGNATURE (Required for credit card payment and processing)

DATE

### MAIL or FAX APPLICATION AND PAYMENT TO:

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

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

### CANCELLATION POLICY

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

# Annual Assembly Registrant Mailing List Information



American Academy of  
Physical Medicine and Rehabilitation

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 2021. Call (978) 777-8870 ext. 1.**

## List Rental Information

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

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

## Rental Cost

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

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

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

### Conventus Media

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

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

## AAPM&R Terms and Conditions

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

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

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

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

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

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

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

### In Addition:

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

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

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

# Mailing List Rates and Usage Policy



American Academy of  
Physical Medicine and Rehabilitation

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 10,000 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.

~10,000 Names (U.S. Members)

COMMERCIAL LIST RATES	\$2,300
NONPROFIT LIST RATES	\$2,000

## Additional Charges

CUSTOMIZED LIST ORDER	Commercial
CUSTOMIZED LIST ORDER	Nonprofit
EXPRESS PROCESSING	Commercial/Nonprofit

## 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



American Academy of  
Physical Medicine and Rehabilitation

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

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

### Quick pick

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

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

### OR, Customize a list

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

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

- ☐ Fellows      ☐ Associates  
☐ Residents      ☐ International

#### AND/OR 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 more than  
10,000 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



American Academy of  
Physical Medicine and Rehabilitation

## Mark your calendars for the 2021 Job and Fellowship Fair!



Wednesday, November 10, 2021  
Music City Center  
Nashville, TN

Booth and sponsorship Information is coming soon! For more information or questions, please contact us at [careerservices@aapmr.org](mailto:careerservices@aapmr.org) or (847) 737-6078.

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 3, 2021.**

The AAPM&R Job and Fellowship Fair is held on November 10, 2021. **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 10, 2021
- Tear down: 9 pm-9:30 pm on Wednesday, November 10, 2021
- 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 August 2021.

**Check out AAPM&R's website for the latest information.**

### **STAND OUT at the Job and Fellowship Fair!**

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

## Booths

- 1) 8' x 10'** (Booth Only) \$1,250
- 2) 8' x 10'** \$1,650
  - ⊕ Half-page ad included in the Job and Fellowship Fair Show Guide
  - ⊕ \$150 discount to be used on the AAPM&R Job Board
- 3) 10' x 10'** \$2,250
  - ⊕ Full-page ad included in the Job and Fellowship Fair Show Guide
  - ⊕ \$200 discount to be used on the AAPM&R Job Board

## 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** (4" x 7.75": no bleed) \$825

**Half Page** (4" x 3.75": no bleed) \$550

## Sponsorship Opportunities

**Logo on the Online Floorplan** \$250

**Pre-Job and Fellowship Fair Mailing List** \$775

**Aisle Signs** include logo on up to 5 aisle signs \$1,000



**Branded Social Distance Dots** \$1,200  
Eight 24"x24" branded floor clings spaced 6' apart per aisle

**Branded water cooler stations** \$3,000  
at Job and Fellowship Fair (priced per station)



**Overall Job and Fellowship Fair Event Sponsor** \$15,000

- 1 meter board in a high traffic area at event
- 2-branded water coolers
- 1 full page ad in show guide
- 1 aisle of social distance dots
- Acknowledgment on all signage at event
- Acknowledgment in show guide, on website and in mobile app



# Job and Fellowship Fair Participation Form

November 20, 2021 6:30 pm–9 pm

**aapm&r**

American Academy of  
Physical Medicine and Rehabilitation

PLEASE COMPLETE THE FOLLOWING INFORMATION:

## Booths

### 1) 8x10 booth ONLY

☐ \$1,250

### 2) 8x10 package

☐ \$1,650

### 3) 10x10 package

☐ \$2,250

## 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 \$**

## Contact Information

Company Name

Contact Name

Contact Phone

Contact Email

☐ 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)

## Areas of Care

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

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

## Practice Care Setting

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

## Types of Fellowships

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

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

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](mailto:careerservices@aapmr.org)

Website: [www.aapmr.org](http://www.aapmr.org)

Gain Insights from Physiatrists.  
Let AAPM&R help you gain  
access to your target audience  
through:

- Surveys
- Market Research
- Advisory Panels
- Focus Groups



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 have a maximum of 500 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
- Procedures and services

Pricing	Industry Relations Council (IRC) Participant	Non-IRC Participant
<b>Survey Option A: Up to 5 questions with executive summary</b> Maximum of 2 open-ended questions	\$5,000 Plus \$60 per response	\$7,500 Plus \$60 per response
<b>Survey Option B: Up to 10 questions</b> Maximum of 4 open-ended questions	\$7,500 Plus \$60 per response	\$9,000 Plus \$60 per response

\*Please call (847) 737-6048 or email corporatesupport@aapmr.org for additional options, including more detailed analysis of data.

Call (847) 737-6048 for introductory pricing!

# PM&R Panels Order Form



American Academy of  
Physical Medicine and Rehabilitation

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 500 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, plus 1 identifying question.
- The survey will remain open for 2 weeks (including weekends).
- The price includes executive summary in a PDF format, including open-ended responses.
- Results are for the sponsor's internal use only; no results may be included in externally-published materials without the expressed written consent of the American Academy of Physical Medicine and Rehabilitation (AAPM&R).
- AAPM&R must review and approve all survey materials prior to launch and reserves the right not to initiate the survey.

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

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

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

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

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

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

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

Expiration Date   /

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

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

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

\_\_\_\_\_  
Date

## Cancellation Policy

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

## Mail or Fax application and payment to:

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

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

We can help identify your target audience!



# Webinar Opportunities



American Academy of  
Physical Medicine and Rehabilitation

## 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)
- ☐ \$9,500 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

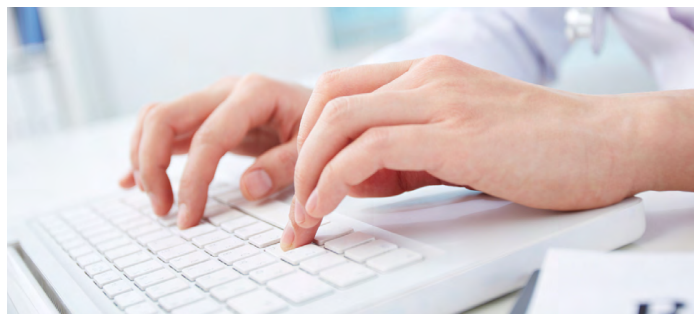
### Promote Your Webinar

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

- ☐ \$2,300 Box advertisement in 2 weekly digital newsletters (sponsor to provide artwork)
- ☐ \$1,155 Advertisement in AAPM&R's printed newsletter, *The Physiatrist* (sponsor to provide artwork: 8"w x 4 1/8"h)
- ☐ \$2,300 Mailing list rental (8,000 member names. 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



American Academy of  
Physical Medicine and Rehabilitation

## Web Specifications

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

## Digital Specifications

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

## Classified Advertising—Employment ONLY

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

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

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

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

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

## Display Advertising

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

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

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

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

## Advertising Acceptance

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

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

# Guidelines for Submission of Print Advertising/Corporate Logos



American Academy of  
Physical Medicine and Rehabilitation

## 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**