

# Preliminary and Official Program Advertising Options



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

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

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

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

**RESERVE YOUR SPACE TODAY!**

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

## Exhibitor Net Rates

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

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

## Nonexhibitor Net Rates

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

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

## CLOSING DEADLINES

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

**Please complete form on page 11.**

### FAX/MAIL FORM TO:

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

### AAPM&R CORPORATE SUPPORT

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

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

No cancellations accepted or refunds issued after closing dates.

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

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

# Advertising Order Form



## Company Information (PLEASE PRINT THROUGHOUT)

CONTACT NAME

COMPANY NAME

MAILING ADDRESS/BILLING ADDRESS

P.O. BOX NUMBER (IF APPLICABLE)

CITY, STATE OR PROVINCE, ZIP OR POSTAL CODE

PHONE

FAX

EMAIL

## Advertising Agency Information (IF APPLICABLE)

CONTACT NAME

COMPANY NAME

MAILING ADDRESS/BILLING ADDRESS

P.O. BOX NUMBER (IF APPLICABLE)

CITY, STATE OR PROVINCE/ZIP OR POSTAL CODE

PHONE

FAX

EMAIL

## Digital Advertising

### WEBSITE BANNER ADS:

(Bundle descriptions on page 3)

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

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

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

- ☐ Annual Assembly Site ads: \$3,300

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

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

- ☐ Connection—Standard ad: \$775/issue  
☐ Connection Sponsored Content ad: \$1,000/issue  
☐ Website add on (sponsored content only)  
\$250/article for 60 days  
☐ Council info e-newsletter: \$1,050/issue

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

- ☐ Resident e-newsletter: \$1,050/issue  
☐ Annual Assembly e-newsletter: \$1,575/issue

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

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




## The Physiatrist Print Advertising

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

- ☐ \$2,500 Color    ☐ \$2,000 B&W

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

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

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

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

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

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

### ISSUE SELECTION

- ☐ February 2018    ☐ July 2018  
☐ March 2018    ☐ August 2018  
☐ April 2018    ☐ September 2018  
☐ May 2018    ☐ October/November 2018  
☐ June 2018    ☐ December 2018/January 2019

## Annual Assembly Opportunities

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

### PLEASE COMPLETE BY THE CLOSING DEADLINES

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

### AD SIZE

- ☐ FULL PAGE (8 1/2" w x 11" h, add 1/8" bleed)  
☐ Premium Spot  
☐ 1/2 PAGE (7 1/4" w x 5" h)  
☐ 1/4 PAGE (3 1/2" w x 5" h)

### ADVERTISING COMPANY

(PLEASE CHECK APPROPRIATE BOXES BELOW)

- ☐ ANNUAL ASSEMBLY EXHIBITOR  
☐ NONEXHIBITOR  
(NOTE: Nonexhibitors must pay premium on all rates.)

### REGISTRANT MAIL LIST

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

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

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

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

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

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

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

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

Expiration Date   /

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

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

SIGNATURE (Required for credit card payment and processing) \_\_\_\_\_

DATE \_\_\_\_\_

### MAIL or FAX APPLICATION AND PAYMENT TO:

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

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

### CANCELLATION POLICY

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

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