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

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

Brain Injury Fast Facts:

- Falls are the leading cause of traumatic brain injury (TBI). 3
- 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. 3
- Direct medical costs and indirect costs such as lost productivity due to TBI totaled an estimated $60 billion in the United States in 2000.3
- Most traumatic brain injuries are preventable. 1

2 /three.tab_alt

RESOURCES:

1 https://biau.org/facts-about-brain-injury
3 http://www.brainline.org/content/2008/07/facts-about-traumatic-brain-injury.html

Celebrating the Imperfect Body

Meagen Arensdorff, 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 1973, and received a law degree from Boalt Hall School of Law in 1976. After a 30-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 »
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.
Digital Advertising Opportunities

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

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

AAPM&R’s website accommodates static or HTML5 ads.

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

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 Annual Assembly Website Options
Included in the price is an add on of the Annual Assembly site internal pages. $3,750/per month

AAPM&R Website Bundle Options (per month)
1. Landing Page and all internal pages under that landing page $1,800
2. Homepage Only $2,500
3. All 7 Landing Pages Only $3,500
4. Homepage, All 7 Landing Pages, and all Internal Pages (250+) $7,500

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

For ad specifications, please see page 10.
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: 6,000
- Average open rate: 30%

**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.

**Option 1:** Title, picture and 35 words of text  
**Option 2:** Title and 45 words of text  
**Pricing:** $1,500  
**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: 35%

**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: 2,200
- Average Open Rate: 56%
- Number of issues: 6

Annual Assembly Info E-Newsletters  
Pricing: $2,500/issue

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

Space is limited in AAPM&R E-newsletters.  
Secure your presence today.
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 2
March February 3
April March 2
May April 1
June May 1
July June 1
August July 1
September August 3
October/November September 1
December/January 2021 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: 8” w x 4 1/4” h
Display Ad Size B: 3 3/8” w x 4 1/4” h
Display Ad Size C: 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)
Employment-Specific 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.

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!

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: 6,600
- Average Open Rate: 31%
- Frequency: Monthly

The Physiatrist newsletter (see page 6)
- Display advertisements
- Classified advertisements

Career Corner E-Newsletter
Pricing: $235/issue
Preliminary and Official Program Advertising Options

American Academy of Physical Medicine (AAPM&R) Annual Assembly and PM&R Pavilion

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

<table>
<thead>
<tr>
<th>Net Rates</th>
<th>Preliminary Program</th>
<th>Official Program</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>U.S. $4,300 (limit 6)</td>
<td>U.S. $3,350</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>U.S. $2,300</td>
<td>U.S. $1,900</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>U.S. $9,500</td>
<td>U.S. $9,500</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>U.S. $9,500</td>
<td>U.S. $13,500</td>
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<tr>
<td>INSIDE BACK COVER</td>
<td>U.S. $15,000</td>
<td>U.S. $15,000</td>
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<td>BACK COVER</td>
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<tr>
<td>COVER TIP</td>
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</tbody>
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*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

- 2020 Preliminary Program
  - Ad Orders Due: April 9
  - Ad Materials Due: April 28

- 2020 Official Program
  - Ad Orders Due: August 10
  - Ad Materials Due: August 17

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**

**Company Information** (PLEASE PRINT THROUGHOUT)

<table>
<thead>
<tr>
<th>CONTACT NAME</th>
<th>COMPANY NAME</th>
<th>MAILING ADDRESS/BILLING ADDRESS</th>
<th>P.O. BOX NUMBER (IF APPLICABLE)</th>
<th>PHONE</th>
<th>FAX</th>
<th>EMAIL</th>
</tr>
</thead>
</table>

**Advertising Agency Information** (IF APPLICABLE)

<table>
<thead>
<tr>
<th>CONTACT NAME</th>
<th>COMPANY NAME</th>
<th>MAILING ADDRESS/BILLING ADDRESS</th>
<th>P.O. BOX NUMBER (IF APPLICABLE)</th>
<th>PHONE</th>
<th>FAX</th>
<th>EMAIL</th>
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</table>

**Digital Advertising Opportunities**

**WEBSITE BANNER ADS:** (Bundle descriptions on page <->)

- Bundle 1: $1,800
- Bundle 2: $2,500
- Bundle 3: $3,500
- Bundle 4: $7,500

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

- Annual Assembly Site ads: $3,300
- Connection—Standard ad: $1,150/issue
- Connection Sponsored Content ad: $1,500/issue

- Resident e-newsletter: $3,000/issue
- Annual Assembly e-newsletter: $2,500/issue

Specify which Issue____________________

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

**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.

- CLASSIFIED (Employment Ads ONLY)
  - $475 per 100 word insertion ($2 for each additional word)

**DISPLAY AD SIZE A**
- 8”w x 4 1/2”h
- $1,155

**DISPLAY AD SIZE B**
- 3 7/8”w x 4 1/8”h
- $865

**DISPLAY AD SIZE C**
- 3 7/8”w x 2 1/8”h
- $790

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

**ISSUE SELECTION**

- February 2020
- March 2020
- April 2020
- May 2020
- June 2020
- July 2020
- August 2020
- September 2020
- October/November 2020
- December 2020/January 2021

**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

<table>
<thead>
<tr>
<th>Card No.</th>
<th>Expiration Date</th>
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</table>

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

**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.
Advertising Specifications/ Term and Conditions

Web Specifications

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

Digital Specifications

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

Classified Advertising—Employment ONLY

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

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

Email ad text to careerservices@aapmr.org. Insertion in the desired issue is contingent upon receipt of payment.

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

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

Display Advertising

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

- Email ad text to corporatesupport@aapmr.org. Insertion in the desired issue is contingent upon receipt of payment.
- Digital submission of print-ready 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.
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