Digital Advertising Opportunities

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: 8,000-9,000
- Average open rate: 43%
- Frequency: Weekly

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

Ad in AAPM&R Connection E-Newsletter
Pricing: $2,075/issue

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: $2,600
Note: Fee includes 30-days of hosting content on aapmr.org.

The AAPM&R Physiatrists In-Training E-Newsletter
Developed by residents for residents, the role of the AAPM&R Physiatrists In-Training 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: Four times a year
- Average distribution: 1,300
- Average open rate: 49%

Ad in AAPM&R Physiatrists In-Training E-Newsletter
Pricing: $3,120/issue

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

**WEBSITE BANNER ADS:**

<table>
<thead>
<tr>
<th>Bundle</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bundle 1</td>
<td>$1,975</td>
</tr>
<tr>
<td>Bundle 2</td>
<td>$2,750</td>
</tr>
<tr>
<td>Bundle 3</td>
<td>$3,850</td>
</tr>
<tr>
<td>Bundle 4</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

**Website Banner Ads:**

- **FULL-PAGE (9”w x 12’h, add ½” bleed)**
- **$2,800 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**

- **8”w x 4 1/8”h**
- **$1,275**
- **DISPLAY AD SIZE B**
- **3 7/8”w x 4 1/8”h**
- **$950**
- **DISPLAY AD SIZE C**
- **3 7/8”w x 2 1/8”h**
- **$870**

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

### Print Advertising

- **CLASSIFIED** (Employment Ads ONLY)
  - $500 per 100 word insertion ($2 for each additional word)

### Annual Assembly Publications

**A LA CARTE OPTIONS**

- **FULL PAGE**
  - **$2,800 Color/B&W**

**PRELIMINARY PROGRAM**

### PACKAGE OPTIONS

Your ad will be included in both the Preliminary and Official Program. (See pricing on page 9.)

- **FULL PAGE**
  - **$2,800 Color/B&W**
  - **INSIDE FRONT COVER**
  - **INSIDE BACK COVER**
  - **BACK COVER**
  - **COVER TIP**

### TOTAL $__________, ___________

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

- Enclosed 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.

- **CAREHOLDER’S NAME** (Please print as it appears on card)
- **SIGNATURE** (Required for credit card payment and processing)

**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 on 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.
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 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.