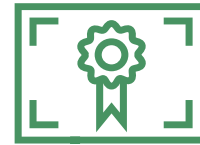


# media kit

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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



**25%**  
HOLD A SUBSPECIALTY  
CERTIFICATION



- 43% Pain
- 26% Sports
- 26% Brain Injury
- 12% Spinal Cord Injury
- 3% Pediatric Rehabilitation
- 2% Neuromuscular

**PRIMARY PRACTICE SETTING**



- 25% Other
- 24% Multi-Specialty Group
- 16% Hospital, IRF, SNF
- 10% PM&R Group Private Practice
- 9% Solo Private Practice
- 4% VA/Military

**1681**  
PHYSIATRISTS IN-TRAINING



**73%**

OF MEMBERS READ  
*THE PHYSIATRIST*  
PRINT NEWSLETTER



**58%**

OPEN RATE FOR  
*CONNECTION*  
WEEKLY E-NEWSLETTER



**600+**

MEMBERS VOLUNTEER  
ON COMMITTEES,  
TASK FORCES AND MORE!



**1500+**

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

**6900+** 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.*

# Digital Advertising Opportunities



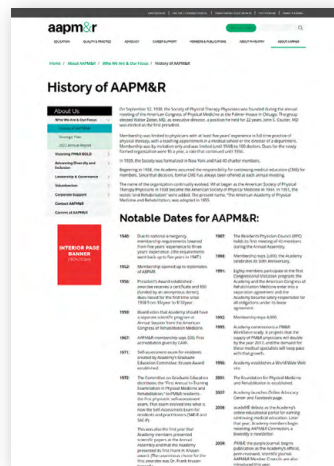
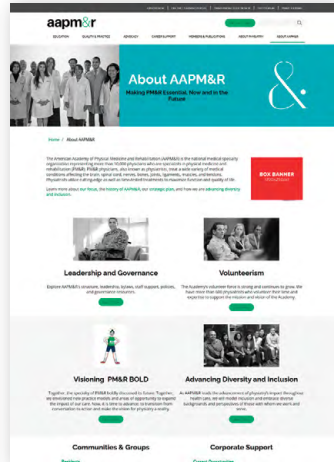
American Academy of  
Physical Medicine and Rehabilitation

## Website Banner Ads

### AAPM&R Website

Website advertising sales are being managed by Association Revenue Partners, an official vendor of AAPM&R.

Call 855-790-0001 or email [info@associationrevenuepartners.com](mailto:info@associationrevenuepartners.com) for details.



- [www.aapm.org](http://www.aapm.org) (2023 data; January-October)
  - An average of 48,000 visitors per month
  - An average of 317,000 pageviews per month

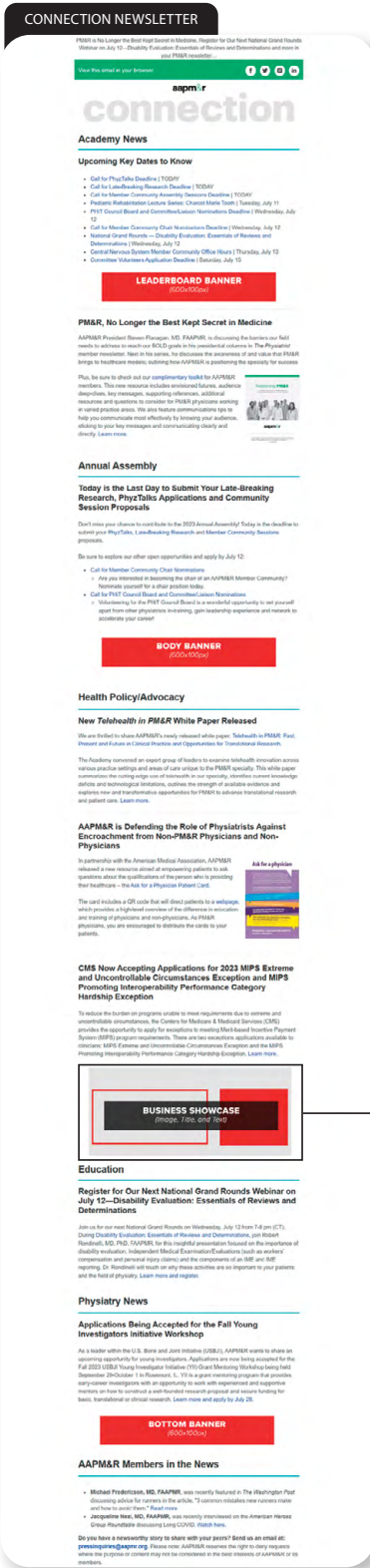


**Pricing:**

**Website Banner Package**  
 10 Available  
 Homepage Footer: 970x250px  
 Landing Page Banner: 300x250px  
 Interior Page Banner: 180x250px  
**\$7,500/Year**

**Need help with ad design?**  
 Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis



- Average distribution: 8,000-9,000
- Average open rate: 58%
- Frequency: Weekly

OFFICIAL VENDOR OF

# aapm&r

### AAPM&R's Connection Newsletter:

The AAPM&R's weekly Connection newsletter goes out to nearly 10,000 subscribers each Wednesday, providing up-to-date industry and association news.

Each placement option allows for your company message to be displayed prominently throughout the publication.

Pricing:  
CHOOSE BETWEEN THE FOLLOWING OPTIONS

**Traditional Banner**  
Image: 600x100px

**A. Leaderboard Banner**  
\$5,000/Qtr

**B. Body Banner**  
\$4,000/Qtr

**C. Bottom Banner**  
\$2,500/Qtr

**Business Showcase**  
Image: 1000x1000px (Scaled Down in Publication)  
Article Title: 8 Word Max  
Article Body: 35 Word Max

**\$2,600/Month**  
(Presented once per month)

Need help with ad design?  
Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis

A

B

Business Showcase

C



## E-Newsletters

### 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: 1,600
- Average open rate: 63%

### Annual Assembly Info E-Newsletters

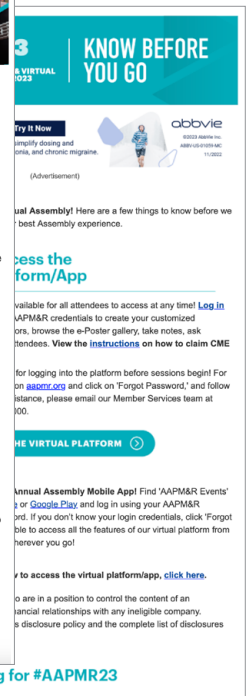
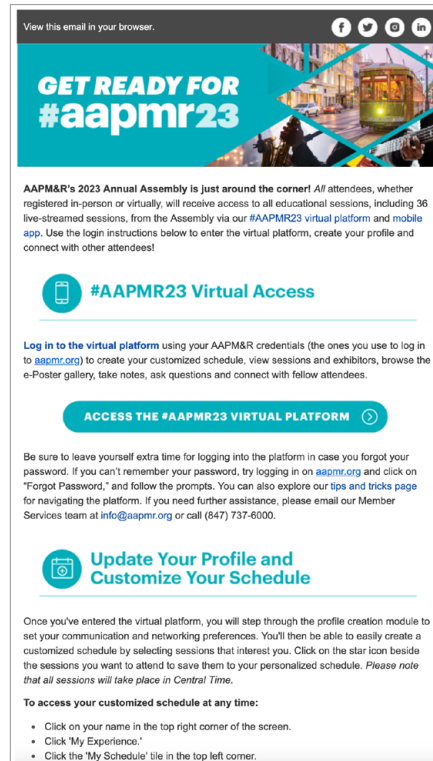
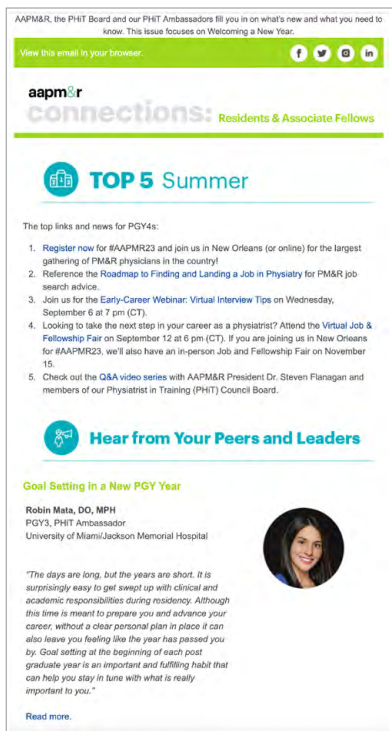
(Limited Spots Available)

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 80 educational sessions and more than 135 exhibiting companies.

- Average Distribution: 2,400
- Average Open Rate: 57%
- Number of issues: 10+

### Annual Assembly Info E-Newsletters

**Pricing:** \$2,500/issue



### Ad in AAPM&R Physiatrists In-Training E-Newsletter

**Pricing:**

**Leaderboard banner** = \$2,000 issue

**Middle banner** = \$1,500 issue

**Bottom banner** = \$1,000 issue

Preparing for #AAPMR23

Space is limited in AAPM&R E-newsletters.

## Annual Assembly Website

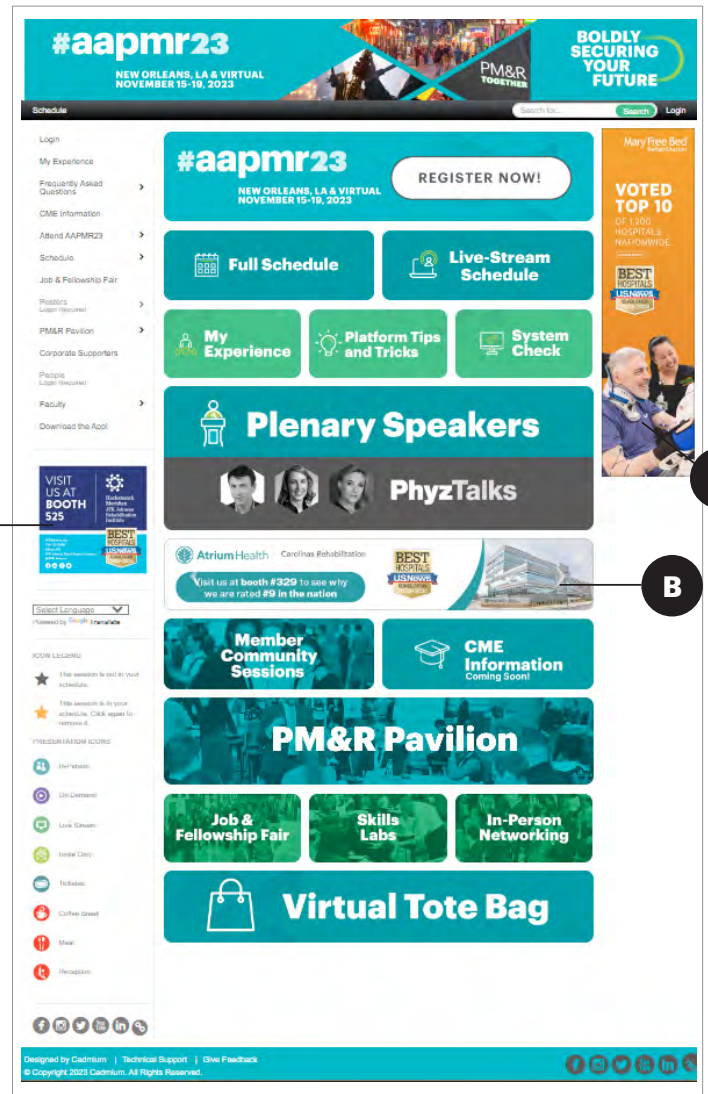
The AAPM&R Annual Assembly website is the main source for the most up-to-date information about the conference. The AAPM&R Annual Assembly website is the main source for conference information, including hotel information, educational programming and networking opportunities. Exhibitors and sponsors also visit these pages for information on the PM&R Pavilion and ways to get involved. **Ask us about additional digital options in the Annual Assembly platform. Email corporatesupport@aapmr.org for additional digital options.**

- Available June - February 2025

- The homepage is the highest traffic page of the website and was viewed 39,902 times in 2022.
- The full schedule page was clicked 9,973 times in 2022.
- Advertise beginning in May 2024 for maximum exposure.

Advertising opportunities on the Annual Assembly website homepage includes advertisement that link to any URL. Click/view counts are tracked and provided to the sponsor. Placement includes:

- A Navigation ad** \$8,500  
(visible on all pages of the website)
- B Rotating tile ad** \$5,000  
(4 available)
- C Rotating banner ad** \$5,000  
(4 available)



**Looking to Reach Your Target Audience?  
Let AAPM&R Help You.**

**Contact us today for more information on custom solutions.  
Phone: (847) 737-6116 or email: corporatesupport@aapmr.org**

## 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

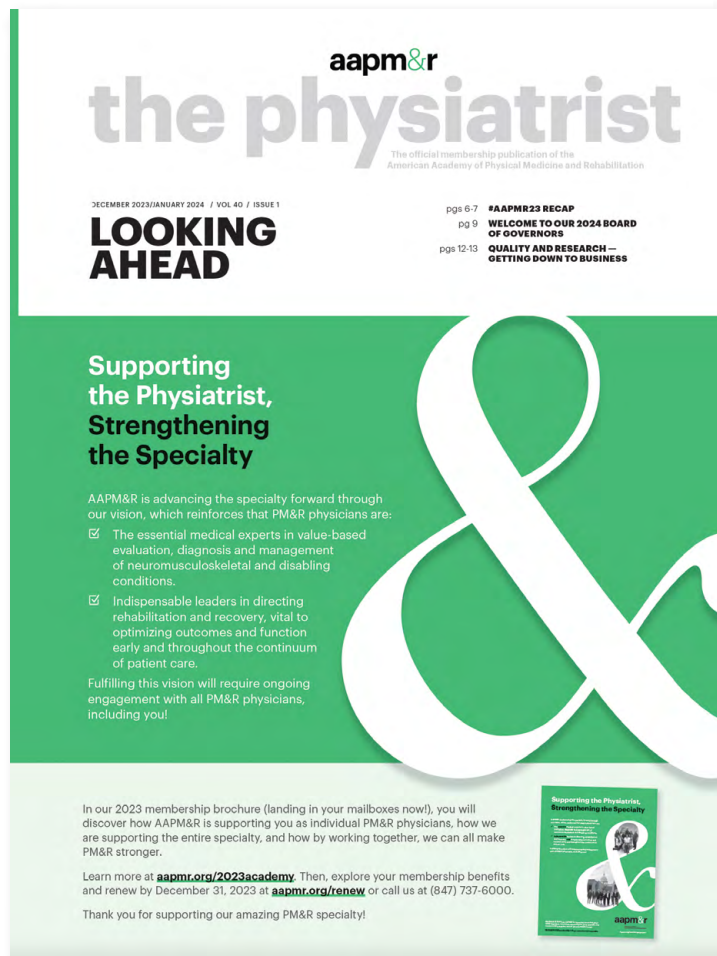
|                       |                   |
|-----------------------|-------------------|
| February              | January 2, 2024   |
| March                 | February 1, 2024  |
| April                 | March 1, 2024     |
| May                   | April 1, 2024     |
| June                  | May 1, 2024       |
| July                  | June 3, 2024      |
| August                | July 1, 2024      |
| September             | August 1, 2024    |
| October/November      | September 3, 2024 |
| December/January 2024 | November 1, 2024  |

### The *Physiatrist* Print Advertising

|   |  |  |
|---|--|--|
| <b>FULL-PAGE</b><br>9" w x 12" h<br>with 1/8" bleed | <b>DISPLAY AD SIZE A HALF-PAGE</b><br>7.5" w x 4.75" h | <b>DISPLAY AD SIZE B QUARTER-PAGE</b><br>3.67" w x 4.75" h |
|---|--|--|

### The *Physiatrist* Print Advertising

- Full-Page Ad:** \$2,500 (color/b&w)
  - Display Ad Size A:** \$1,150 (color/b&w)
  - Display Ad Size B:** \$850 (color/b&w)
  - Classified Ad:** \$475 per 100 word insertion (b/w)  
*Employment ads only*
- Contact [careerservices@aapmr.org](mailto:careerservices@aapmr.org) for questions regarding classified ads.



### 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).



# 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  
San Diego Convention Center, San Diego, CA, November 6-10, 2024.

**Preliminary Program Distribution**  
**9,500+**

**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!**

## NET RATES

### Package Options

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

|                    |               |
|--------------------|---------------|
| FULL PAGE          | U.S. \$7,200  |
| INSIDE FRONT COVER | U.S. \$17,775 |
| INSIDE BACK COVER  | U.S. \$17,775 |
| BACK COVER         | U.S. \$24,875 |
| COVER TIP          | U.S. \$28,250 |

### A La Carte Options

(choose which publication to include your ad)

|                    | PRELIMINARY PROGRAM* | OFFICIAL PROGRAM* |
|--------------------|----------------------|-------------------|
| HALF PAGE          | U.S. \$2,225         | U.S. \$1,850      |
| FULL PAGE          | U.S. \$4,250         | U.S. \$3,500      |
| INSIDE FRONT COVER | U.S. \$9,250         | U.S. \$9,250      |
| INSIDE BACK COVER  | U.S. \$9,250         | U.S. \$9,250      |
| BACK COVER         | U.S. \$13,000        | U.S. \$13,000     |
| COVER TIP          | U.S. \$14,975        | U.S. \$14,975     |

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

## CLOSING DEADLINES

### • 2024 Preliminary Program

- Ad Orders Due: April 1
- Ad Materials Due: April 15

### • 2024 Official Program

- Ad Orders Due: August 1
- Ad Materials Due: August 15

**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

AAPM&R values your advertising business and will work with you to meet your media objectives. For detailed information on how 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



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 \_\_\_\_\_

### The Physiatrist Print Advertising

Designed ads only,\* see below for pricing.

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

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

|   |  |  |
|---|--|--|
| <input type="checkbox"/> \$2,500<br><b>FULL-PAGE</b><br>9" w x 12" h<br>with 1/8" bleed | <input type="checkbox"/> \$1,150<br><b>DISPLAY AD<br/>SIZE A<br/>HALF-PAGE</b><br>7.5" w x 4.75" h | <input type="checkbox"/> \$850<br><b>DISPLAY AD<br/>SIZE B<br/>QUARTER-PAGE</b><br>3.67" w x 4.75" h |
|---|--|--|

**CLASSIFIED** (Employment Ads ONLY)

For job posting information, contact  
aspire@medgeoadventures.com.

#### ISSUE SELECTION

|  |   |
|--|---|
| <input type="checkbox"/> February 2024 | <input type="checkbox"/> July 2024                  |
| <input type="checkbox"/> March 2024    | <input type="checkbox"/> August 2024                |
| <input type="checkbox"/> April 2024    | <input type="checkbox"/> September 2024             |
| <input type="checkbox"/> May 2024      | <input type="checkbox"/> October/November 2024      |
| <input type="checkbox"/> June 2024     | <input type="checkbox"/> December 2024/January 2025 |

### 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** **OFFICIAL PROGRAM**  
(Please complete by 4/1/24) (Please complete by 8/1/24)

|   |   |
|---|---|
| <b>AD SIZE</b>                              | <b>AD SIZE</b>                              |
| <input type="checkbox"/> FULL PAGE          | <input type="checkbox"/> FULL PAGE          |
| <input type="checkbox"/> INSIDE FRONT COVER | <input type="checkbox"/> INSIDE FRONT COVER |
| <input type="checkbox"/> INSIDE BACK COVER  | <input type="checkbox"/> INSIDE BACK COVER  |
| <input type="checkbox"/> BACK COVER         | <input type="checkbox"/> BACK COVER         |
| <input type="checkbox"/> COVER TIP          | <input type="checkbox"/> COVER TIP          |

#### PACKAGE OPTIONS

Your ad will be included in both the  
Preliminary and Official Program.  
(See pricing on page 9.) (Please complete by April 1, 2024)  
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed.)

|   |
|---|
| <b>AD SIZE</b>                              |
| <input type="checkbox"/> FULL PAGE          |
| <input type="checkbox"/> INSIDE FRONT COVER |
| <input type="checkbox"/> INSIDE BACK COVER  |
| <input type="checkbox"/> BACK COVER         |
| <input type="checkbox"/> COVER TIP          |

### Digital Advertising Opportunities

#### PHYSIATRIST-IN-TRAINING E-NEWSLETTER

- Leader board = \$2,000/issue
- Middle banner = \$1,500/issue
- Bottom banner = \$1,000/issue

Specify Winter, Spring, Summer or Fall Issue

#### ANNUAL ASSEMBLY E-NEWSLETTER

- \$2,500 per issue\*

\*Limited spots available.

Contact [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org) for more information.

Contact Association Revenue Partners for:

- Website advertising
- Connection e-newsletter advertising
- Retargeted campaigns

Phone: 855-790-0001 or email:  
[info@associationrevenuepartners.com](mailto:info@associationrevenuepartners.com)

See pages 3-5 for pricing.

**Specs for half-page ad: 7.5" W x 5" H, no bleed**

**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](mailto: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.

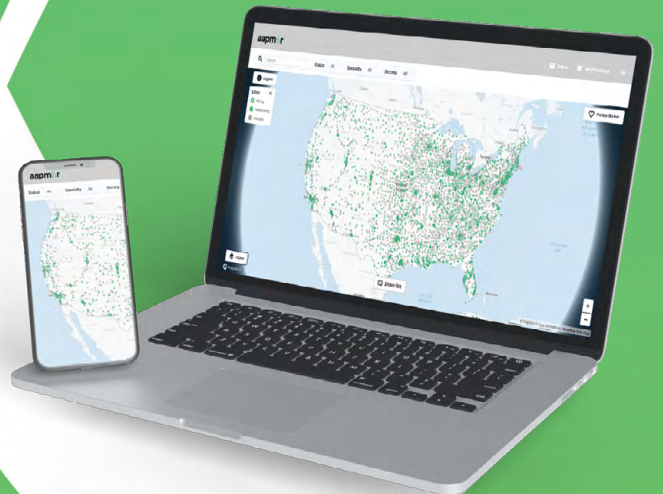
**NOTE:** All cancellations must be made in writing.

Employment-Specific Opportunities

# Where work meets life.

Introducing Aspire, the new career exploration platform, purpose-built for PM&R professionals.

Discover new PM&R practices, learn about open roles, and directly engage with the right individuals at the right places to help you make the right move, for all the right reasons.



Discover all work and life has to offer at [www.aapmr.org/aspire](http://www.aapmr.org/aspire)

For job posting information, contact [aspire@medgeoadventures.com](mailto:aspire@medgeoadventures.com).

PM&R  
**aspire**  
Career Exploration Platform  
by aapm&r

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 9,000 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.

~9,000 Names (U.S. Members)

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

### Annual Package Deal

Order five lists for the price of four, a 25% savings!\*

### Additional Charges

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

### Additional Bundle Options

5% discount on two rentals\*

10% discount on three rentals\*

\* Lists must be ordered at the same time and be used in the same calendar year.

## 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.

---

CONTACT NAME  COMMERCIAL ORGANIZATION  NONPROFIT ORGANIZATION (PLEASE INCLUDE NON-PROFIT TAX-ID#.)

---

COMPANY NAME MAILING ADDRESS/BILLING ADDRESS P.O. BOX NUMBER (IF APPLICABLE)

---

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

---

EMAIL (FOR ELECTRONIC DELIVERY OF LIST AS AN EXCEL DOCUMENT)

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

### Quick pick

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

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

### OR, Customize a list

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

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

- Fellows  Associates  
 Residents  International

#### AND/OR 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 \_\_\_\_\_

## List Rental Package Options

- 2X Lists (5% discount)  
 3X Lists (10% discount)  
 5X Lists (25% discount)

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  
corporatesupport@aapmr.org  
www.aapmr.org



# 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-September 2024. 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.**

# AAPM&R Job and Fellowship Fair



American Academy of  
Physical Medicine and Rehabilitation

## Mark your calendars for the 2024 Job and Fellowship Fair!



San Diego Convention Center – Hall B2  
San Diego, California  
November 6, 2024

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: **October 30, 2024.**

The AAPM&R Job and Fellowship Fair is held on November 6, 2024. **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 in the Job and Fellowship Fair Show Guide (deadlines apply)

### Additional Information

- Setup time: 2-5 pm on Wednesday, November 6, 2024.
- Tear down: 8:30-9 pm on Wednesday, November 6, 2024.
- 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.
- Any additional needs will be at the expense of the employer.
- An exhibitor service manual will be available August 2024.

### REGISTER VIA THIS LINK:

<https://shows.map-dynamics.com/aapmr2024/?register>

**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).

|               |         |
|---------------|---------|
| <b>Booths</b> |         |
| 1) 8'x10'     | \$1,350 |
| 2) 10'x10'    | \$2,400 |

**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"

|   |       |
|---|-------|
| <b>Full Page</b> (4" x 7.75": no bleed) | \$850 |
| <b>Half Page</b> (4" x 3.75": no bleed) | \$575 |



|  |         |
|--|---------|
| <b>Sponsorship Opportunities</b>                       |         |
| <b>Aisle Signs</b> include logo on up to 5 aisle signs | \$1,100 |



|                                    |           |
|------------------------------------|-----------|
| <b>Branded Floor Dots</b>          | \$1,300   |
| Eight 24"x24" branded floor clings | per aisle |

|   |         |
|---|---------|
| <b>Branded water cooler stations</b>            | \$3,200 |
| at Job and Fellowship Fair (priced per station) |         |



|  |          |
|--|----------|
| <b>Overall Job and Fellowship Fair Event Sponsor</b> | \$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 branded floor dots
- Acknowledgment on all signage at event
- Acknowledgment in show guide, on website and in mobile app

**REGISTER VIA THIS LINK:**  
<https://shows.map-dynamics.com/aapmr2024/?register>



**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

**To discuss your needs and how to engage physiatrists, please contact us,  
[corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org) or call (847) 737-6000.**



# 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!

## 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

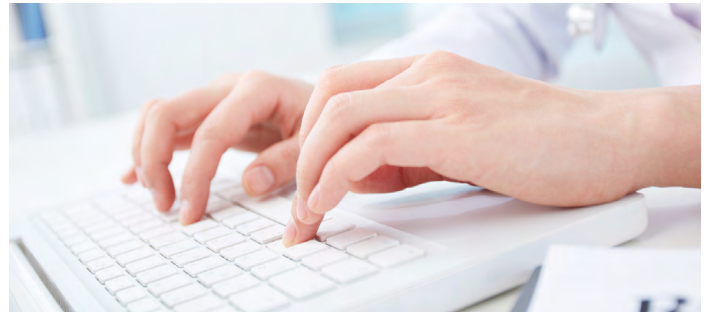
### Promote Your Webinar

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

- \$4,000 Box advertisement in 2 weekly digital newsletters (sponsor to provide artwork)
- \$1,275 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 and Digital Specifications

- Please contact Association Revenue Partners for website and digital advertising: 855-790-0001 or email [info@associationrevenuepartners.com](mailto:info@associationrevenuepartners.com).

## Classified Advertising—Employment ONLY

For job posting information, contact [aspire@medgeoadventures.com](mailto:aspire@medgeoadventures.com).

## 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. Advertising organizations shall take sole responsibility for conforming to all applicable laws, standards, and regulations the organization represents.
3. 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.
4. AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients).
5. 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.
6. 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.
7. 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.
8. AAPM&R reserves the right to determine advertisement placement. AAPM&R will discuss with advertiser prior to placement.
9. 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).
10. In addition, AAPM&R specifically prohibits advertisements from including:
  - 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
11. 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

## 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**