



American Academy of
Physical Medicine and Rehabilitation

media kit

UNLOCK THE POWER OF PRECISION WITH OUR PRINT AND DIGITAL ADVERTISING!

Are you ready to elevate your brand and connect with the right audience? AAPM&R offers unparalleled opportunities for both print and digital advertising that are crafted to deliver results. Here's why you should choose us:

- ✓ Access to a Highly-Targeted Audience
- ✓ Seamless Integration of Print and Digital
- ✓ Exceptional Customer Service
- ✓ Proven Track Record of Results
- ✓ Competitive Pricing and Flexible Packages
- ✓ More!



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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



31%
HOLD A SUBSPECIALTY
CERTIFICATION



- 41% Pain
- 26% Brain Injury
- 17% Sports Medicine
- 12% Pediatric Rehabilitation
- 11% Spinal Cord Injury
- 2% Neuromuscular

PRIMARY PRACTICE SETTING



- 20% Multi-Specialty Group
- 18% Outpatient
- 17% Hospital, IRF, SNF
- 10% PM&R Group Private Practice
- 10% Solo Private Practice
- 4% VA/Military
- 4% Other

1991
PHYSIATRISTS IN-TRAINING



73%

OF MEMBERS READ
THE PHYSIATRIST
PRINT NEWSLETTER



54%

OPEN RATE FOR
CONNECTION
WEEKLY E-NEWSLETTER



600+

MEMBERS VOLUNTEER
ON COMMITTEES,
TAS KFORCES AND MORE!



1000+

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



NEARLY

2000

ONLINE LEARNING
PORTAL SUBSCRIBERS



2890

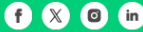
ONLINE LEARNING
PORTAL MOBILE APP USERS

*AAPM&R Membership demographic data as of October 20, 2024.

E-NEWSLETTERS

CONNECTION NEWSLETTER

View this email in your browser.



aapm&r

connection

Academy News

In-Training and Resident Members: Five Days Left to Renew Your Membership

When you renew your Academy membership, you receive access to valuable opportunities and benefits, including connecting you online with 9,000+ physiatrists, clinical and practice management education, career tools and advice, and much more. Stay active within your PM&R community by [renewing your membership online](#) by September 30 or by calling (847) 737-6000.



New Neuro Rehab Unit.
Now Open.
[Join our team.](#)

(Advertisement)

2024 Updates for Split/Shared Billing with Non-Physician Practitioners

Earlier this year, CMS issued clarifications for payment policies for split/shared visits, aligning with recommendations from medical specialties including AAPM&R. Moving forward, the physician may serve as the billing provider when meeting one of two criteria for performance of the "substantive portion" of such encounters. Lauren Shapiro, MD, MPH, FAAPMR, AAPM&R Reimbursement and Policy Review Committee Member, breaks down this decision and how it will affect physiatrists going forward in the [latest issue](#) of *The Physiatrist*.

Innovative Stroke Rehabilitation Helps Patient Rebuild His Life

Still grieving the loss of his wife, a 63-year-old male, unable to talk or move after experiencing a stroke, joined the Cardiac Rehabilitation of Stroke Survivors (CROSS) outpatient program and "turned his life around." [Read more.](#)

(Advertisement)



Did You Know?

We now have 50 Member Communities and are hosting 25 Member Meet-Ups in San Diego at the Annual Assembly. [Learn more](#) about how to join your community for this unique opportunity to come together in-person. Check out our [listing of current Member Communities](#) and join today!



BURKE
REHABILITATION
MONTEFIORE HEALTH SYSTEM

Innovating
Rehabilitation



785 MAMARONECK AVENUE • WHITE PLAINS, NY • 10605 • 888-99-BURKE

(Advertisement)

Connection e-Weekly



53% AVERAGE
OPEN RATE



8,500+ AVERAGE
DISTRIBUTION

E-NEWSLETTER DIGITAL ADVERTISING

All newsletters have three banner (top, middle and bottom positions) and business showcase opportunities. All digital advertising links to your URL. See below for pricing.

Connection

- ✓ Distributed weekly to 8,500-9,000 members
- ✓ 55% average open rate
- ✓ Banner advertising, per quarter:
 - ✓ Top = \$5,000
 - ✓ Middle = \$4,000
 - ✓ Bottom = \$2,500
 - ✓ Business showcase = \$2,000 for two issues

Educational Roundup

- ✓ Distributed monthly to 8,500-9,000 members
- ✓ 47.2% average open rate
- ✓ Banner advertising, per year:
 - ✓ Top = \$5,000
 - ✓ Middle = \$4,000
 - ✓ Bottom = \$2,500
 - ✓ Business showcase = \$2,000 for two issues

Physiatrists In-Training

- ✓ Distributed quarterly to 1,600+ resident members
- ✓ 56% average open rate
- ✓ Banner advertising, per year:
 - ✓ Top = \$5,000
 - ✓ Middle = \$4,000
 - ✓ Bottom = \$2,500
 - ✓ Business showcase = \$2,000 for two issues

Annual Assembly Informational Messaging

- ✓ Distributed seasonally to ~3,000 registered Annual Assembly attendees
- ✓ 65% average open rate
- ✓ Limited spots available – advertising must be ordered by August 15 to be fulfilled
- ✓ Banner advertising, per 4 issues:
 - ✓ Top = \$2,500/4 issues
 - ✓ Middle = \$2,000/4 issues
 - ✓ Bottom = \$1,125/4 issues
 - ✓ Business showcase = \$2,000 for two issues

Specs: Digital banner = 600 W x 100 H pixels; business showcase = 8-word title, 40-word article, 1000x1000-pixel image and URL link

ANNUAL ASSEMBLY WEBSITE

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 Exhibit Hall 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 2025-February 2026. See the [prospectus](#) for additional options and metrics.

Annual Assembly Website

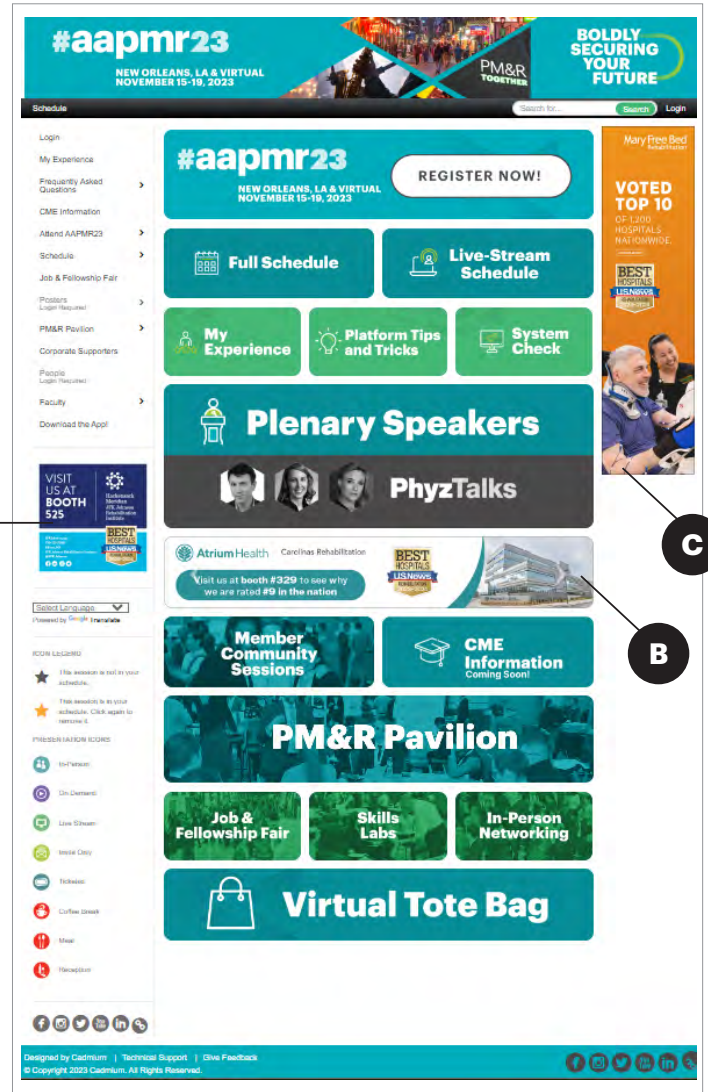
 **10,000+** HOME PAGE MONTHLY VIEWS IN 2023 AND 2024

 **20,603** TIME FULL SCHEDULE WAS CLICKED IN 2023

→ **ADVERTISE BEGINNING IN JUNE 2025 FOR MAXIMUM EXPOSURE.**

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

- | | | |
|----------|---|---------|
| A | Navigation ad
(visible on all pages of the website)
The 2024 ad had 248,256 views and 325 clicks . | \$8,500 |
| B | Rotating tile ad - mobile app
(4 available) | \$2,500 |
| C | Rotating banner ad - website
(4 available) | \$5,000 |



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

Digital Advertising Opportunities



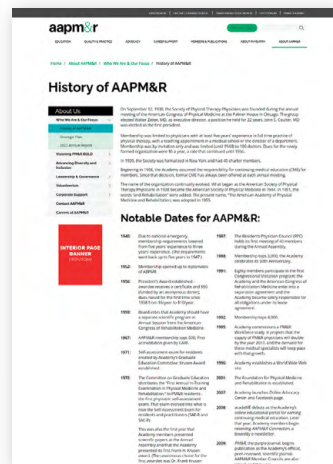
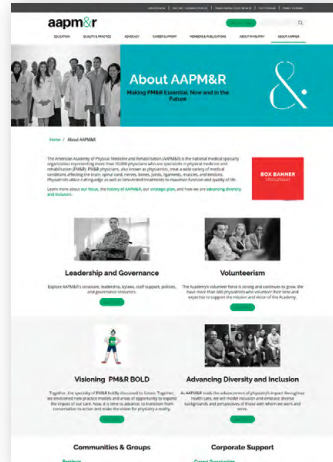
American Academy of
Physical Medicine and Rehabilitation

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 for details.



AAPM&R Website (aapmr.org | January-September 2024)

50,000 USERS PER MONTH
 390,000 PAGE VIEWS PER MONTH
 3.5 MIN AVERAGE TIME SPENT ON SITE



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?

Association Revenue Partners graphic services are included.

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



855-790-0001 info@associationrevenuepartners.com

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.

The Physiatrist Newsletter



8,000 AVERAGE PRINT
DISTRIBUTION

Issue Dates

February

March

April

May

June

July

August

September

October/November

December/January 2025

Closing Date

January 1, 2025

February 3, 2025

March 3, 2025

April 1, 2025

May 1, 2025

June 2, 2025

July 1, 2025

August 1, 2025

September 1, 2025

November 1, 2025

The Physiatrist Print Advertising

FULL-PAGE 9" w x 12" h with 1/8" bleed	DISPLAY AD SIZE A HALF-PAGE 7.5" w x 4.75" h	DISPLAY AD SIZE B QUARTER-PAGE 3.67" w x 4.75" h
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The Physiatrist Print Advertising

Full-Page Ad:	\$2,575 (color/b&w)
Display Ad Size A:	\$1,185 (color/b&w)
Display Ad Size B:	\$875 (color/b&w)
Classified Ad:	\$490 per 150 word insertion (b/w) Employment ads only
	Contact 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 Karl Franz at kfranz@wiley.com.



PRELIMINARY AND OFFICIAL
PROGRAM ADVERTISING OPTIONS

American Academy of Physical Medicine (AAPM&R) Annual Assembly and Exhibit Hall
Salt Palace Convention Center, Salt Lake City, UT, October 22-25, 2025.

Preliminary Program

 **9,000+** AVERAGE PRINT DISTRIBUTION

Official Program

 **3,000+** AVERAGE PRINT DISTRIBUTION

SAVE MORE WHEN YOU ADVERTISE IN BOTH
AAPM&R ANNUAL ASSEMBLY PUBLICATIONS.

RESERVE YOUR SPACE TODAY!

NET RATES

Package Options (Best Value/Greatest Reach)
(Your ad will be included in both the Preliminary and Official Programs)

FULL PAGE	U.S. \$7,400	Full page specs: 8.5 W x 11" H PDF with 1/8" bleed
HALF PAGE	U.S. \$4,000	
INSIDE FRONT COVER	U.S. \$16,450	Half-page specs: 7.5" W x 5" H PDF, no bleed
INSIDE BACK COVER	U.S. \$16,450	
BACK COVER	U.S. \$24,875	
COVER TIP	U.S. \$26,665	

A La Carte Options
(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,375	U.S. \$3,600
HALF PAGE	U.S. \$2,295	U.S. \$1,900
INSIDE FRONT COVER	U.S. \$9,525	U.S. \$8,750
INSIDE BACK COVER	U.S. \$9,525	U.S. \$8,750
BACK COVER	U.S. \$13,400	U.S. \$12,300
COVER TIP	U.S. \$15,425	U.S. \$14,200



CLOSING DEADLINES

- **2025 Preliminary Program**
 - Ad Orders Due: April 1
 - Ad Materials Due: April 15
- **2025 Official Program**
 - Ad Orders Due: August 1
 - Ad Materials Due: August 15

AAPM&R values your advertising business and will work with you to meet your media objectives.
AAPM&R offers special rates for advertising products with required PI information. Contact us for more information.

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

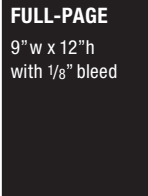
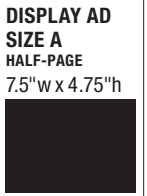
EMAIL

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.**

Select ad size below. Ad can be either black and white or four-color. (check one box).

\$2,575	\$1,185	\$875
FULL-PAGE 9" w x 12" h with 1/8" bleed	DISPLAY AD SIZE A HALF-PAGE 7.5" w x 4.75" h	DISPLAY AD SIZE B QUARTER-PAGE 3.67" w x 4.75" h
		

CLASSIFIED (Employment Ads ONLY)

For job posting information, contact
careerservices@aapmr.org.

ISSUE SELECTION

February 2025	July 2025
March 2025	August 2025
April 2025	September 2025
May 2025	October/November 2025
June 2025	December 2025/January 2026

**AAPM&R ENCOURAGES YEARLY,
SEMI-ANNUAL OR QUARTERLY
ADVERTISING PACKAGES. INQUIRE TODAY!**

Annual Assembly Publications

A LA CARTE OPTIONS

(See pricing on page 7.)

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

PRELIMINARY PROGRAM

(Please complete by 4/1/25)

OFFICIAL PROGRAM

(Please complete by 8/1/25)

AD SIZE

FULL PAGE
HALF PAGE
INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER
COVER TIP

AD SIZE

FULL PAGE
HALF 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 7.) (Please complete by April 1, 2025)

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

AD SIZE

FULL PAGE
HALF PAGE
INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER
COVER TIP

SPECS:

Full page: 8 1/2" W x
11" H + 1/8" bleed PDF
Half-page: 7.5" W x 5"
H PDF, no bleed

Digital Advertising Opportunities

CONNECTION TRADITIONAL BANNER OPTIONS

Leaderboard Banner = \$5,000/Quarter
Middle Banner = \$4,000/Quarter
Bottom banner = \$2,500/Quarter
Business Showcase = \$2,000/Two issues

PHYSIATRISTS IN-TRAINING

Leaderboard Banner = \$5,000/Year
Middle Banner = \$4,000/Year
Bottom banner = \$2,500/Year
Business Showcase = \$2,000/Two issues

ANNUAL ASSEMBLY E-NEWSLETTER

\$2,500/Four issues

*Limited spots available. Place order by August to ensure placement.

Contact corporatesupport@aapmr.org for more information. All digital advertising will link to URL. Specs will be provided upon order.

Website Advertising

Contact Association Revenue Partners for AAPMR.org website advertising. See page 5 for pricing.



Phone: 855-790-0001 or email:
info@associationrevenuepartners.com

PAYMENT INFORMATION:

To pay by check, please make check payable to:

AAPM&R and mailed to PO Box 95528, Chicago, IL 60694-5528.

To pay by credit card, please email corporatesupport@aapmr.org for an invoice link to pay online.

To pay electronically, please use the information below:

Bank: BMO Harris Bank NA

ABN Routing Number: 071000288

SWIFT Code: HATRUS 44

Account Name: American Academy of Physical Medicine and Rehabilitation

Address: 9700 W. Bryn Mawr Ave., Ste. 200, Rosemont, IL 60018

Account: 168-975-1

Branch Address: 111 W. Monroe, Chicago, IL 60603

Questions, please email corporatesupport@aapmr.org.

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



American Academy of
Physical Medicine and Rehabilitation

Looking to advertise employment opportunities? AAPM&R Career Service's offers targeted channels to help you find your ideal candidates.



AAPM&R is changing the way our members find jobs! AAPM&R's career platform, PM&R Aspire, features profiles on every PM&R physician practice in the market, including yours. Organizations on PM&R Aspire also receive exclusive options like the Career Corner e-newsletter, distributed to 8,000+ PM&R physicians monthly.

Reach out today to light up your site and start connecting with qualified PM&R physicians!

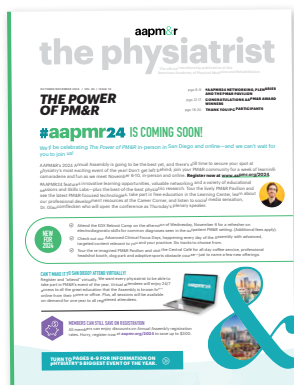
aspire@medgeoventures.com.



Each year, AAPM&R hosts the **largest PM&R-specific Job and Fellowship Fair in the country!** Reserve your booth for 2025 and maximize your organization's exposure by securing sponsorship and advertising opportunities.

2025 Job and Fellowship Fair
Wednesday, October 22, 2025
Salt Palace Convention Center
Salt Lake City, UT

For more information, contact careerservices@aapmr.org.



Secure a classified or display ad in *The Physiatrist* newsletter, AAPM&R's official membership publication. See page 6 for more information.

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 8,000 physiatrists.

To assist in your mailing plan, see the 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	\$2,375
NONPROFIT LIST RATES	\$2,075

Additional Charges

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

Annual Package Deal

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

Additional Bundle Options

5% discount on two rentals*

10% discount on three rentals*

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

Processing

The order form, plus a sample of the material you wish to distribute, must be mailed or emailed to corporatesupport@aapmr.org 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	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 10 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

PAYMENT INFORMATION:

To pay by check, please make check payable to:
AAPM&R and mailed to PO Box 95528, Chicago, IL 60694-5528.
To pay by credit card, please email corporatesupport@aapmr.org for an invoice link to pay online.
To pay electronically, please use the information below:
Bank: BMO Harris Bank NA
ABN Routing Number: 071000288
SWIFT Code: HATRUS 44
Account Name: American Academy of Physical Medicine and Rehabilitation
Address: 9700 W. Bryn Mawr Ave., Ste. 200, Rosemont, IL 60018
Account: 168-975-1
Branch Address: 111 W. Monroe, Chicago, IL 60603

Market Research, Surveys and Other Engagement Opportunities

aapm&r

American Academy of
Physical Medicine and Rehabilitation

GAIN INSIGHTS FROM PM&R PHYSICIANS THROUGH THE FOLLOWING OPPORTUNITIES.

- 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



**AAPM&R IS HOME TO THE LARGEST GROUP OF PM&R PHYSICIANS.
ENGAGE WITH US TODAY TO GAIN INSIGHTS
FROM OUR ENGAGED MEMBERSHIP!**

**To discuss your needs and how to engage physiatrists, please contact us,
corporate-support@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.
- A Letter of Agreement and an invoice will need to be created based on the project. Please email corporate-support@aapmr.org for details. We look forward to working with you!

Rules, regulations and implementation subject to change.

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 a 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

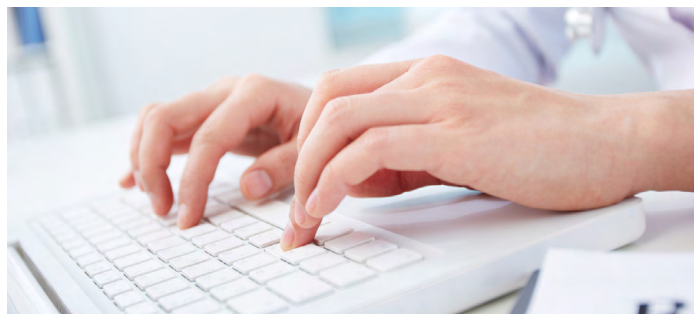
Promote Your Webinar

(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



PAYMENT INFORMATION:

To pay by check, please make check payable to:
AAPM&R and mailed to PO Box 95528, Chicago, IL 60694-5528.
To pay by credit card, please email corporatesupport@aapmr.org for an invoice link to pay online.
To pay electronically, please use the information below:
Bank: BMO Harris Bank NA
ABN Routing Number: 071000288
SWIFT Code: HATRUS 44
Account Name: American Academy of Physical Medicine and Rehabilitation
Address: 9700 W. Bryn Mawr Ave., Ste. 200, Rosemont, IL 60018
Account: 168-975-1
Branch Address: 111 W. Monroe, Chicago, IL 60603

Questions, please email corporatesupport@aapmr.org.

For more information, contact:

Sharon Popielewski
Associate Executive Director, Business and Resource Development,
AAPM&R
(847) 737-6048
spopielewski@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 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 advertising: 855-790-0001 or email info@associationrevenuepartners.com.

Classified Advertising—Employment ONLY

For job posting information, contact 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. 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

AAPM&R has an anti-trust policy and can be accessed [here](#).

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 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 unless otherwise stated. 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



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 Insertion Order(s) To:

corporatesupport@aapmr.org

PAYMENT INFORMATION:

To pay by check, please make check payable to:
AAPM&R and mailed to PO Box 95528, Chicago, IL 60694-5528.
To pay by credit card, please email **corporatesupport@aapmr.org** for an invoice link to pay online.
To pay electronically, please use the information below:
Bank: BMO Harris Bank NA
ABN Routing Number: 071000288
SWIFT Code: HATRUS 44
Account Name: American Academy of Physical Medicine and Rehabilitation
Address: 9700 W. Bryn Mawr Ave., Ste. 200, Rosemont, IL 60018
Account: 168-975-1
Branch Address: 111 W. Monroe, Chicago, IL 60603

Questions, please email **corporatesupport@aapmr.org**.