aapm&r

American Academy of
Physical Medicine and Rehabilitation

media kit

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

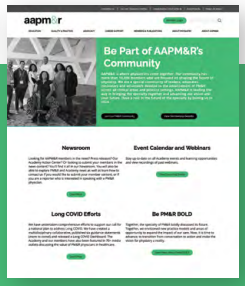
Are you ready to elevate your brand and connect with the right audience? AAPM&R offers unparalleled opportunities for both print and digital advertising that are crafted to deliver results. Here's why you should choose us:

- ☑ 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!

About AAPM&R	2
Digital Advertising – E-Newsletters	3
Digital Advertising – Websites	4–5
Print Advertising	6
Preliminary and Official Program Advertising Options	7
Advertising Order Form	8
Employment-Specific Opportunities	9
Mailing List Rates and Usage Policy	10
Mailing List Order Form	11
Market Research, Surveys and Other Engagement Opportunities	12
PM&R Panels Order Form	13
Webinar Opportunities	14
Advertising Specifications/Terms and Conditions	15
Guidelines for Submission of Print Advertising/Corporate Logos	16









About AAPM&R

aapm&r
American Academy of
Physical Medicine and Rehabilitation

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.**

11,000+
ACTIVE MEMBERS

34%
HOLD A SUBSPECIALTY CERTIFICATION



- 37% Pain
- 24% Sports Medicine
- 23% Brain Injury
- 16% Spinal Cord Injury
- 12% Pediatric Rehabilitation
- 2% Neuromuscular

PRIMARY PRACTICE SETTING





- 21% Outpatient Clinic
- 16% System Affiliated Multi-Specialty Group
- 14% Hospital Rehab Unit or Floor
- 10% Independent Solo Private Practice
- 8% Independent Multi-Specialty Group
- 7% PM&R Group, Private Practice
- 24% Other

2,136
PHYSIATRISTS IN-TRAINING



73%
OF MEMBERS READ *THE PHYSIATRIST* PRINT NEWSLETTER



54%
OPEN RATE FOR *CONNECTION* WEEKLY E-NEWSLETTER



600+
MEMBERS VOLUNTEER ON COMMITTEES, TASK FORCES AND MORE!



1,000+
MEMBERS POSTED ON PHYZFORUM, AAPM&R'S ONLINE MEMBER COMMUNITY



2,317
ONLINE LEARNING PORTAL SUBSCRIBERS



3,257
ONLINE LEARNING PORTAL MOBILE APP USERS

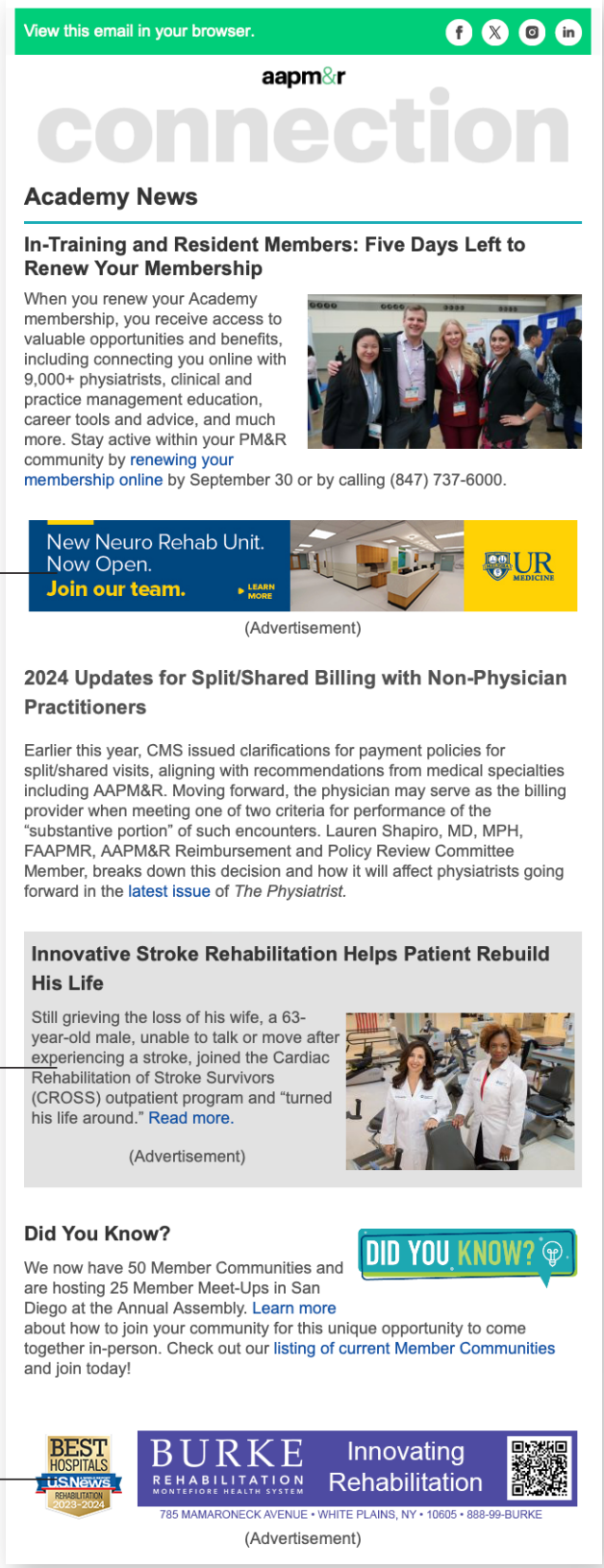
**AAPM&R Membership demographic data as of March 2026.*

Digital Advertising Opportunities

aapm&r
American Academy of Physical Medicine and Rehabilitation

E-NEWSLETTERS

CONNECTION NEWSLETTER



TOP BANNER

BUSINESS SHOWCASE

MIDDLE BANNER

Connection e-Weekly

55% AVERAGE OPEN RATE

8,500+ AVERAGE DISTRIBUTION

E-NEWSLETTER DIGITAL ADVERTISING

All newsletters have three banners (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 one (1) issue

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 one (1) issue

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 one (1) issue

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 = $5,000/4 issues

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

Digital Advertising Opportunities

aapm&r
American Academy of Physical Medicine and Rehabilitation

ANNUAL ASSEMBLY WEBSITE

The AAPM&R Annual Assembly website is the main source for conference details, 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. **Interested in digital opportunities within the Annual Assembly platform? Feel free to contact us at corporatesupport@aapmr.org for more information.**

- Available June 2027-February 2028.

Annual Assembly Website

10,000+ HOME PAGE MONTHLY VIEWS IN 2025 AND 2026

20,603 TIME FULL SCHEDULE WAS CLICKED IN 2025

→ ADVERTISE BEGINNING IN JUNE 2027 FOR MAXIMUM EXPOSURE.

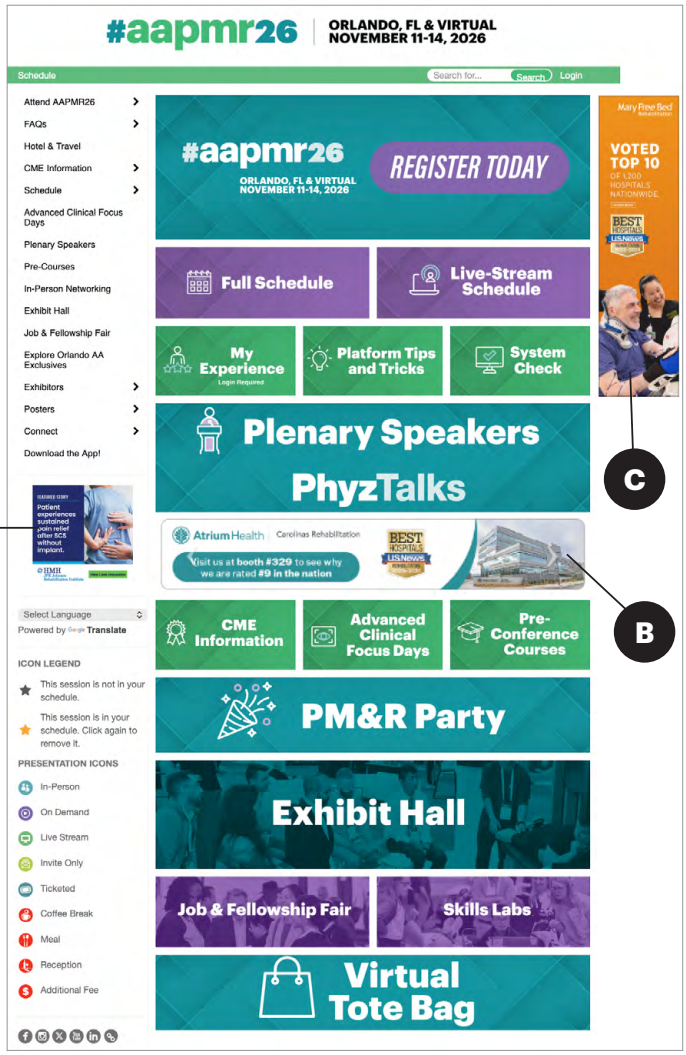
Advertising opportunities on the Annual Assembly website homepage includes an advertisement that links to any URL. Click/view counts are tracked and provided to the sponsor. Placement includes:

A **Navigation ad** $8,800
(visible on all pages of the website)
*The 2023 navigation ad had **106,514 views** and **629 clicks**.*

B **Rotating tile ad** $2,600
(4 available)

C **Rotating banner ad** $5,200
(4 available)

D **Full schedule page** $3,500



Mobile App Branding: Home Page Rotating Tile Advertisement-4 available; $2,600 each. Rotating Advertisement on the mobile app home page, visible to in-person and virtual attendees. The mobile app launches in October 2027.

Combined Website and Mobile App Offering: Subpage Header Advertisement-3 available; $3,500 each. A linkable header advertisement at the top of one selected subpage on both the website and the mobile app: Full schedule, exhibitor list or attendee list. Each page is exclusive to one advertiser.

LOOKING TO REACH YOUR TARGET AUDIENCE?
LET AAPM&R HELP YOU.

Contact us today for more information on custom solutions.
Phone: (847) 737-6047 or email: corporatesupport@aapmr.org

Digital Advertising Opportunities

aapm&r
American Academy of Physical Medicine and Rehabilitation

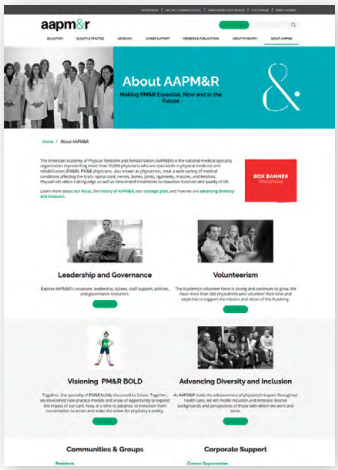
WEBSITE BANNER ADS

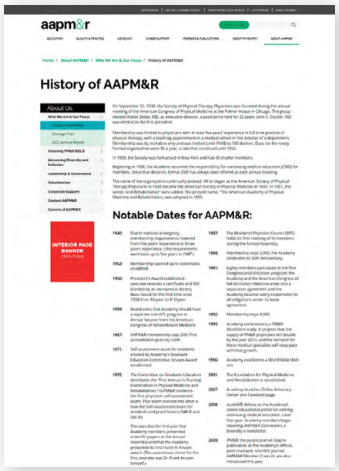
AAPM&R Website

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 2026)

58,000 USERS PER MONTH

239,000 PAGE VIEWS PER MONTH

2MIN AVERAGE TIME SPENT ON SITE

ARP ASSOCIATION REVENUE PARTNERS

OFFICIAL VENDOR OF aapm&r

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.*

ARP ASSOCIATION REVENUE PARTNERS **855-790-0001** **info@associationrevenuepartners.com**

Print Advertising

aapm&r
American Academy of Physical Medicine and Rehabilitation

PRINT PUBLICATION

The Physiatrist Magazine

The Physiatrist is the official membership publication of AAPM&R. Published 6 times each year, this print magazine updates readers on Academy activities and programs, legislative actions, practice and socioeconomic issues, educational courses, specialty developments, and employment opportunities.

Issue Dates	Closing Date
February/March	January 4, 2027
April/May	March 1, 2027
June/July	May 3, 2027
August/September	July 1, 2027
October/November	September 1, 2027
December/January	November 1, 2027

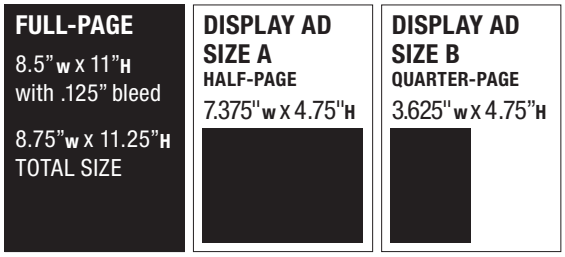
**dates subject to change.*

The Physiatrist Magazine

8,000 AVERAGE PRINT DISTRIBUTION



The Physiatrist Print Advertising



The Physiatrist Print Advertising

Full-Page Ad: $2,735 (color/b&w)
Display Ad Size A: $1,260 (color/b&w)
Display Ad Size B: $935 (color/b&w)

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.



Print Advertising

aapm&r
American Academy of Physical Medicine and Rehabilitation

PRELIMINARY AND *OFFICIAL* *PROGRAM* ADVERTISING OPTIONS

American Academy of Physical Medicine (AAPM&R) Annual Assembly and Exhibit Hall
Phoenix Convention Center, Phoenix, AZ, November 10-13, 2027.

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. $7,855
HALF PAGE	U.S. $4,245
PREMIUM OPPORTUNITIES → INSIDE FRONT COVER	U.S. $17,000
PREMIUM OPPORTUNITIES → INSIDE BACK COVER	U.S. $17,000
PREMIUM OPPORTUNITIES → BACK COVER	U.S. $19,000

Full page specs: 8.5 W x 11" H PDF with 1/8" bleed

Half-page specs: 7.5 W x 5" H PDF, no bleed

A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. $4,645	U.S. $3,820
HALF PAGE	U.S. $2,435	U.S. $2,020
PREMIUM OPPORTUNITIES → INSIDE FRONT COVER	U.S. $9,000	U.S. $9,000
PREMIUM OPPORTUNITIES → INSIDE BACK COVER	U.S. $9,000	U.S. $9,000
PREMIUM OPPORTUNITIES → BACK COVER	U.S. $10,000	U.S. $10,000
PREMIUM OPPORTUNITIES → COVER TIP		U.S. $10,000

CLOSING DEADLINES

- **2027 Preliminary Program**
  - Ad Orders Due: April 2
  - Ad Materials Due: April 16
- **2027 Official Program**
  - Ad Orders Due: August 2
  - Ad Materials Due: August 16

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).

$2,655	$1,225	$905
FULL-PAGE 8.5"w x 11"h with 1/8" bleed 8.75"w x 11.25"h TOTAL	**DISPLAY AD SIZE A** **HALF-PAGE** 7.375"w x 4.75"h	**DISPLAY AD SIZE B** **QUARTER-PAGE** 3.625"w x 4.75"h

ISSUE SELECTION

- ☐ February/March 2027
- ☐ April/May 2027
- ☐ June/July 2027
- ☐ August/September 2027
- ☐ October/November 2027
- ☐ December 2027/January 2028

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 4/2/27)

AD SIZE
- ☐ FULL PAGE
- ☐ HALF PAGE
- ☐ INSIDE FRONT COVER
- ☐ INSIDE BACK COVER
- ☐ BACK COVER
- ☐ COVER TIP

OFFICIAL PROGRAM
(Please complete by 8/2/27)

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 2, 2027)
(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

Full page specs: 8.5 W x 11" H PDF with 1/8" bleed

Half-page specs: 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/One issue

PHYSIATRISTS IN-TRAINING
- ☐ Leaderboard Banner = $5,000/Year
- ☐ Middle Banner = $4,000/Year
- ☐ Bottom banner = $2,500/Year
- ☐ Business Showcase = $2,000/One issue

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.

ARP Association Revenue Partners | Official Vendor of aapm&r

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

aapm&r
American Academy of Physical Medicine and Rehabilitation

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

PM&R aspire
Career Exploration Platform by aapm&r

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.

---

aapm&r Job and Fellowship FAIR

Each year, AAPM&R hosts the ***largest PM&R-specific Job and Fellowship Fair in the country!*** **Reserve your booth** for 2027 and maximize your organization's exposure by securing sponsorship and advertising opportunities.

2027 Job and Fellowship Fair
Wednesday, November 10, 2027
Phoenix Convention Center
Phoenix, AZ

For more information, contact **careerservices@aapmr.org**.

Mailing List Rates and Usage Policy

aapm&r
American Academy of Physical Medicine and Rehabilitation

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 that includes first name, last name, and hard mailing address.

	~9,000 Names (U.S. Members)
COMMERCIAL LIST RATES	$2,525
NONPROFIT LIST RATES	$2,200

Additional Charges

CUSTOMIZED LIST ORDER	Commercial
CUSTOMIZED LIST ORDER	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

aapm&r
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**

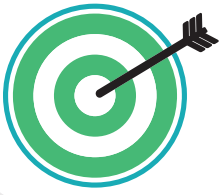


How Does PM&R Panels Work?

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, corporatesupport@aapmr.org or call (847) 737-6000.

PM&R Panels Order Form

aapm&r
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

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 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

Core Clinical Focus:

- ◯ Central Nervous System Rehabilitation
- ◯ General and Medical Rehabilitation
- ◯ Musculoskeletal Medicine
- ◯ Pain Medicine and Neuromuscular Medicine
- ◯ Pediatric Rehabilitation/ Developmental Disabilities

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

We can help identify your target audience!

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 corporatesupport@aapmr.org for details. We look forward to working with you!

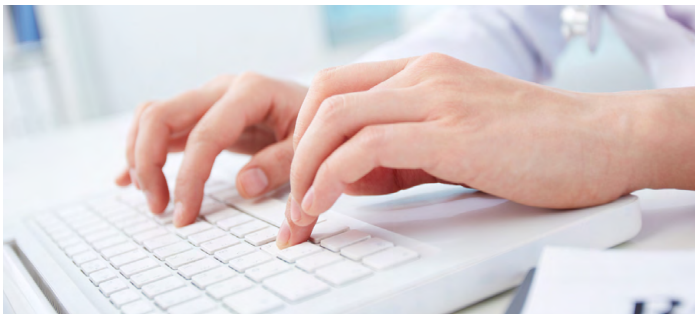
Rules, regulations and implementation subject to change.

Webinar Opportunities

aapm&r
American Academy of Physical Medicine and Rehabilitation

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/ Terms and Conditions

aapm&r
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**.

Classified Advertising—Employment ONLY

For digital job posting information, contact aspire@medgeoventures.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

aapm&r
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.**