



## 2024 Podcast Sponsorship Packages

AAPM&R is thrilled to introduce our new podcast series, Advancing PM&R. Co-hosts Drs. Michelle Gittler and Prakash Jayabalan, visit monthly with physiatrists to talk about what is happening in healthcare, the effects on the field of PM&R and how the specialty is innovating and adapting to the changes. Multiple sponsorships per episode available.

This series explores a wide range of themes and issues that are of interest and importance to our specialty, such as: the future of PM&R with new practice models, innovations critical to realizing PM&R BOLD, real-life challenges PM&R physicians are facing and more.

Our engaging hosts include **Michelle Gittler, MD, FAAPMR**, Medical Director at Schwab Rehabilitation Hospital and **Prakash Jayabalan, MD, PhD, FAAPMR**, the physician scientist director of the Nancy W. Knowles Strength and Endurance Lab at the Shirley Ryan AbilityLab. Twelve episodes are planned to be released in 2024; *two have already been recorded. Depending on timing, your audio ad can still be included.*

Launched in November 2023, episodes are averaging 115 listens in the first twelve weeks and the listens are growing! Check out details on [aapmr.org](https://aapmr.org).

### Sponsorships and **Introductory** pricing

- \$10,000 --ten episodes hosted by Drs. Gittler and Jayabalan
- \$5,000 -- five episodes hosted by Drs. Gittler and Jayabalan
- \$3,000 -- three Annual Assembly podcasts hosted by the AAPM&R Program Planning Committee

### Benefits for each sponsorship includes:

- Audio ad\* (provided by sponsor), up to 10 seconds, if desired
- Click-through logo on email when episodes are released
- Sponsor acknowledgement with tagging on social media posts when episodes are released and promoted
- Acknowledgement by AAPM&R during each episode
- Sponsor logo and acknowledgement in the podcast description on the podcast library page
- Sponsor logo and acknowledgment in The Physiatrist newsletter promoting the podcast
- Link to your organization's podcast in show notes, if desired

\*AAPM&R must approve copy in advance.

For information and to secure your sponsorship, contact Meghan Strubel:

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