Digital Advertising Opportunities

E-Newsletters

The AAPM&R Psychiatrists In-Training E-Newsletter
Developed by residents for residents, the role of the AAPM&R Psychiatrists 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 Psychiatrists In-Training E-Newsletter
Pricing:
Leaderboard banner = $2,000 issue
Middle banner = $1,500 issue
Bottom banner = $1,000 issue

Space is limited in AAPM&R E-newsletters.
Digital Advertising Opportunities

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
Advertising Order Form

**Company Information** (PLEASE PRINT THROUGHOUT)

CONTACT NAME 

COMPANY NAME 

MAILING ADDRESS/BILLING ADDRESS 

P.O. BOX NUMBER (IF APPLICABLE) 

CITY, STATE OR PROVINCE, ZIP OR POSTAL CODE 

PHONE 

FAX 

EMAIL 

**Advertising Agency Information** (IF APPLICABLE)

CONTACT NAME 

COMPANY NAME 

MAILING ADDRESS/BILLING ADDRESS 

P.O. BOX NUMBER (IF APPLICABLE) 

CITY, STATE OR PROVINCE, ZIP OR POSTAL CODE 

PHONE 

FAX 

EMAIL 

**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).

- $2,500
- $1,150
- $850

**DISPLAY AD SIZE A**
- FULL-PAGE 9"w x 12"h with 1/8" bleed
- 7.5"w x 4.75"h
- 3.67"w x 4.75"h

**CLASSIFIED** (Employment Ads ONLY)

For job posting information, contact aspre@medroadventures.com.

**ISSUE SELECTION**

- February 2024
- March 2024
- April 2024
- May 2024
- June 2024
- July 2024
- August 2024
- September 2024
- October/November 2024
- December 2024/January 2025

**Annual Assembly Publications**

A LA CARTE OPTIONS
(See pricing on page 9.)
(All full-page ads are 8 1/2"w x 11"h + 1/8" bleed.)

PRELIMINARY PROGRAM
( Please complete by 4/1/24)

OFFICIAL PROGRAM
( Please complete by 8/1/24)

**AD SIZE**
- FULL 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 9.)
( Please complete by April 1, 2024)
(All full pages ads are 8 1/2"w x 11"h + 1/8" bleed.)

**AD SIZE**
- FULL PAGE
- INSIDE FRONT COVER
- INSIDE BACK COVER
- BACK COVER
- 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@apmr.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

See pages 3-5 for pricing.

**TOTAL $**

METHOD OF PAYMENT (MUST BE RECEIVED IN ADVANCE)
Total payment in U.S. funds is due with this form.

- Enclosed check # _________ made payable to AAPM&R.
- Charge to the following:
  - AMEX
  - MASTERCARD
  - VISA
  - DISCOVER

Card No. ____________
Expiration Date _____/_____

By signing below, I accept the charges I have indicated on this form and agree to the advertising policies and principles outlined.

CARDHOLDER’S NAME (Please print 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@apmr.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.