# Mailing List Rates and Usage Policy

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 10,000 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.

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<tbody>
<tr>
<td>COMMERCIAL LIST RATES</td>
<td>$2,300</td>
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<tr>
<td>NONPROFIT LIST RATES</td>
<td>$2,000</td>
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### Additional Charges

- CUSTOMIZED LIST ORDER (Commercial)
- CUSTOMIZED LIST ORDER (Nonprofit)
- EXPRESS PROCESSING (Commercial/Nonprofit)

### List Rental Bundle Options

- 10% discount for three rentals
- 15% discount for four rentals

## 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 mail listing 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.

Content subject to change.
Mailing List Order Form

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

List Rental Package Options
[ ] 3X LISTS (10% discount)
[ ] 5X LISTS (15% 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

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: ___________