

# Digital Advertising Opportunities



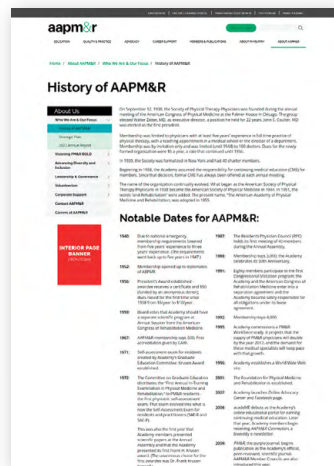
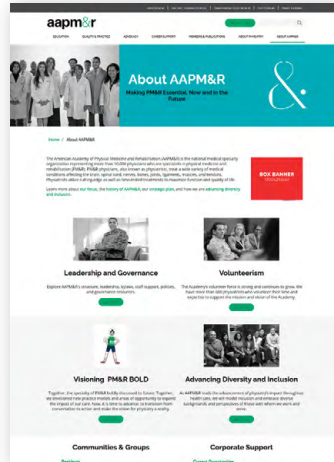
American Academy of  
Physical Medicine and Rehabilitation

## 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](mailto:info@associationrevenuepartners.com) for details.



- [www.aapm.org](http://www.aapm.org) (2023 data; January-October)
  - An average of 48,000 visitors per month
  - An average of 317,000 pageviews per month



**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?**  
 Our graphic services are included.

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

# AAPM&R WEBSITE RETARGETING SOLUTIONS



## TARGET THE MEMBERS OF AAPM&R

Leverage AAPM&R's website traffic to help your organization stay in front of 10,000 members, encompassing fellows, residents, students, and psychiatrists, on the websites they visit most! Through AAPM&R's website retargeting program, you may take advantage of ad placements on thousands of websites across the internet, helping you enhance your brand awareness with AAPM&R's niche audience, and drive quality traffic to your website.



*Association Revenue Partners is proud to work with AAPM&R. We have teamed up to provide an online marketing solution to reach the visitors to AAPM&R's websites through programmatic website retargeting.*

### AAPM&R Website Monthly Metrics

Average Page Views: 317,000  
Average Unique Visitors: 48,000  
Average Time on Site: 2:40

### AAPM&R Member Information:

6,081 are fellows  
1,587 are residents  
1,374 are medical students  
806 are retired psychiatrists  
98 international members  
(NPs/APPs can join if sponsored by a member)

.....  
250,000 Impressions  
**\$5,000**  
.....  
3 MONTHS

.....  
500,000 Impressions  
**\$9,000**  
.....  
6 MONTHS

.....  
1million Impressions  
**\$16,000**  
.....  
12 MONTHS

### BENEFITS:



**CAMPAIGN SET UP  
FEE WAVED**



**TARGETED AAPM&R  
MEMBER AUDIENCE**



**COMPLIMENTARY  
CREATIVE SERVICES**

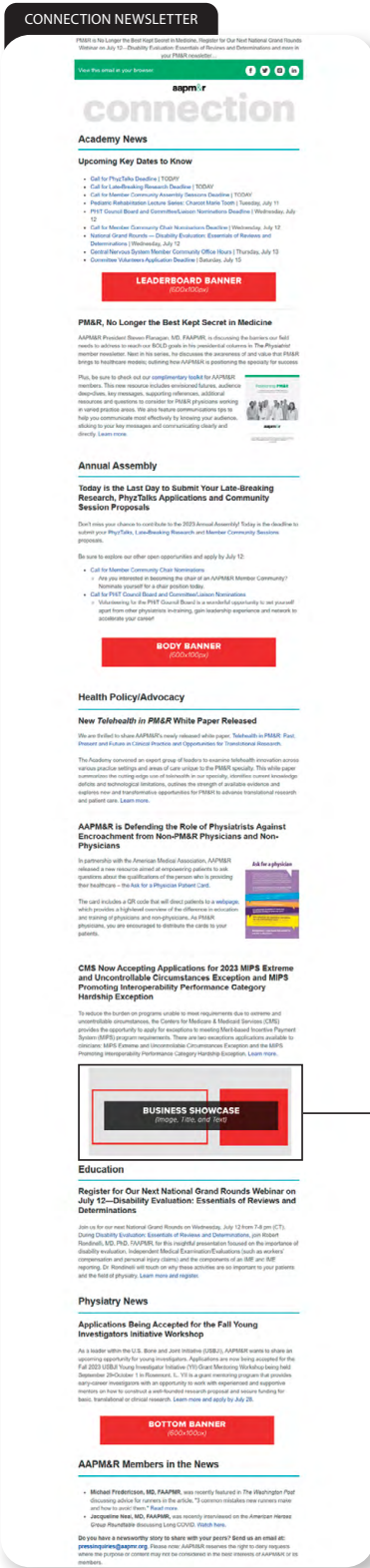


**MOBILE  
OPTIMIZATION**



**MONTHLY REPORTING  
UPON REQUEST**

## E-Newsletters



A

B

Business Showcase

C

- Average distribution: 8,000-9,000
- Average open rate: 58%
- Frequency: Weekly

OFFICIAL VENDOR OF

**AAPM&R's Connection Newsletter:**  
The AAPM&R's weekly Connection newsletter goes out to nearly 10,000 subscribers each Wednesday, providing up-to-date industry and association news.

Each placement option allows for your company message to be displayed prominently throughout the publication.

Pricing:  
**CHOOSE BETWEEN THE FOLLOWING OPTIONS**

**Traditional Banner**  
Image: 600x100px

**A. Leaderboard Banner**  
\$5,000/Qtr

**B. Body Banner**  
\$4,000/Qtr

**C. Bottom Banner**  
\$2,500/Qtr

**Business Showcase**  
Image: 1000x1000px (Scaled Down in Publication)  
Article Title: 8 Word Max  
Article Body: 35 Word Max

**\$2,600/Month**  
(Presented once per month)

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