

## AAPM&R Annual Assembly Digital Prospectus

The AAPM&R Annual Assembly is the largest educational conference in the country for physiatrists, making it the best opportunity to deliver your message to this targeted audience. The Annual Assembly website is the go-to resource for AAPM&R members as they investigate hotel and travel details, education and networking sessions, and registration information.

### Benefits of Sponsorship and Advertising:

- **Prolonged Exposure:** Advertising is seen when the website launches in late **May 2024**. In-person and virtual attendees can view Annual Assembly content -- and advertisements -- through early February 2025 - months of online engagement.
- **Diversified Access:** Advertising reaches both in-person and virtual attendees.

Statistics from the 2023 website include:

- 113,628 pageviews (May – November)
- 2,509 user accounts with 10,745 logins
- 1,632 personal itineraries created with 33,737 presentation favorites
- 55,669 presentation views
- Average time spent on page: 2 minutes

The event mobile app will launch in November and all keynotes and live-streamed sessions will be available on both platforms (Annual Assembly website and mobile app) when the conference starts. Additional recorded content from the in-person activity will be added during conference week and will be available until February 2025.

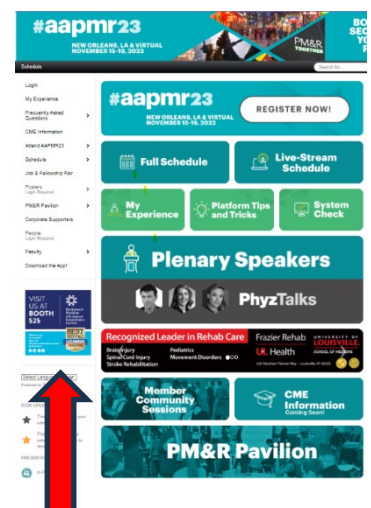
## Website Advertising

Website advertising is clickable to your URL with pageviews reported quarterly, sold on a first-come, first-served basis. Secure early for best exposure; last day to order is October 31, 2024. **Home Page Navigation Advertisement - Exclusive**

\$8,500

# SOLD

This static banner advertisement will be visible on all pages of the website under the navigation menu. The ad published 8/1/23 was viewed **89,884 times** through February 2024.



Questions? Contact Meghan Strubel, [mstrubel@aapmr.org](mailto:mstrubel@aapmr.org) or call (847) 737-6116.



**Home Page Rotating Banner Advertisement - 4 available -- \$5,000**

The website home page had **53,129 views in 2023**. One right (linkable) banner advertisement that ran from August 22 through November 1 was viewed **18,002** times. Another, published on the platform on 9/27/2023 was viewed **14,420** times.

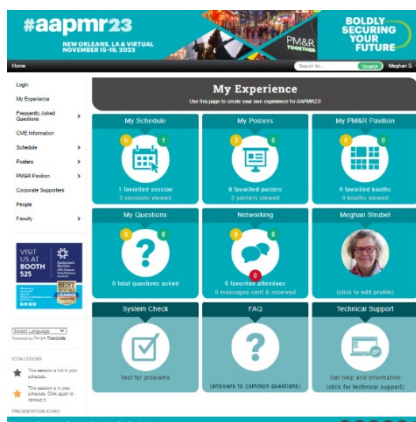
Artwork should be 320 pixels wide x 1200 pixels high.

**Full Schedule Page Advertisement - Exclusive**

**\$3,500**

The “Full Schedule” page is where attendee can plan their Assembly experience. The schedule page was clicked **14,913 times in 2023**.

Artwork should be 1,280 pixels wide x 200 pixels tall.



**“My Experience” Page Advertisement - Exclusive**

**\$3,500**

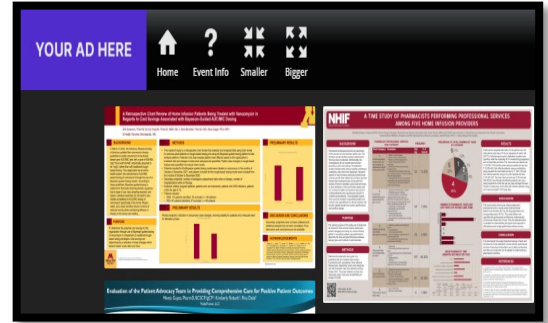
The “My Experience Page” is a personal dashboard for each attendee. It includes attendees’ messages, the attendee’s schedule, poster selection, and networking. *“My Experience” pages were clicked 8,738 times in 2023.*

Artwork should be 1,280 pixels wide x 200 pixels tall.

**e-Poster Gallery - Exclusive \$3,500**

Showcase your company to attendees visiting the virtual poster gallery while supporting the abstract posters and the valuable education they provide.

A virtual poster gallery will showcase **800+** AAPM&R posters. Your (linkable) logo placement on the virtual poster platform will be prominently displayed to recognize your support. There were **9,414 poster views in 2023**.



Artwork should be 480 pixels wide x 200 tall pixels.

## Advertising on Both Platforms (Website & Mobile App)

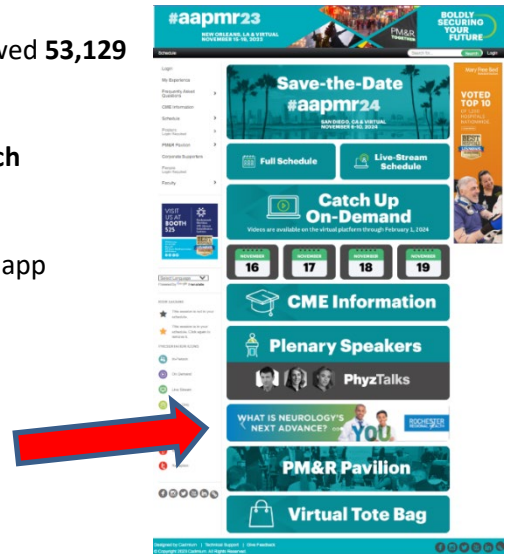
**The Home Page** is the highest traffic page of the website and was viewed **53,129** times in 2023.

**Home Page Rotating Tile Advertisement -- 4 available @ \$2,500 each**

Your advertisement will rotate on the home page website and mobile app platforms, visible to all in-person and virtual attendees.

We will need the same graphic in the following sizes:

- 1200 wide x 200 high (for the website)
- 2,000 wide x 400 high (for the mobile app)



**Subpage Header Advertisement -- 3 available @ \$1,500 each**

Your (linkable) advertisement will be seen on one of the three subpages when attendees as visit that specific page.

Select from one of the following pages:

- Exhibitor List Page
- Attendee List Page
- Schedule Page

Subpage Header Ads specs:

- Website - 1,280 wide X 200 tall
- App - various sizes needed to accommodate phone and tablets
  - 1,080 wide x 152 high; 1,920 wide x 225 high; 2,048 wide x 180 high; 1,920 wide x 152 high

