

E-Newsletters

The AAPM&R Physiatrists In-Training E-Newsletter

Developed by residents for residents, the role of the AAPM&R Physiatrists 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



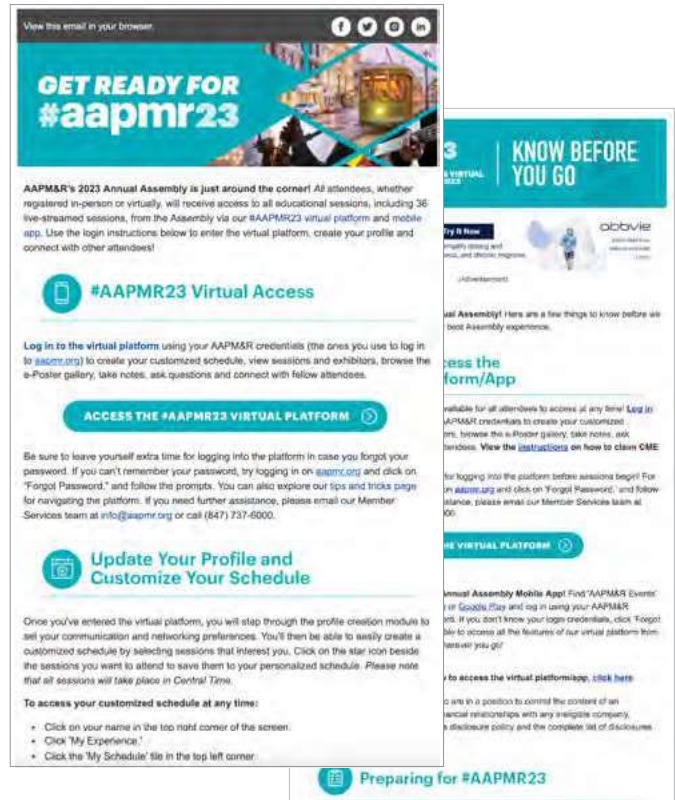
Ad in AAPM&R Physiatrists In-Training E-Newsletter

Pricing:

Leaderboard banner = \$2,000 issue

Middle banner = \$1,500 issue

Bottom banner = \$1,000 issue



Space is limited in AAPM&R E-newsletters.

Annual Assembly Website

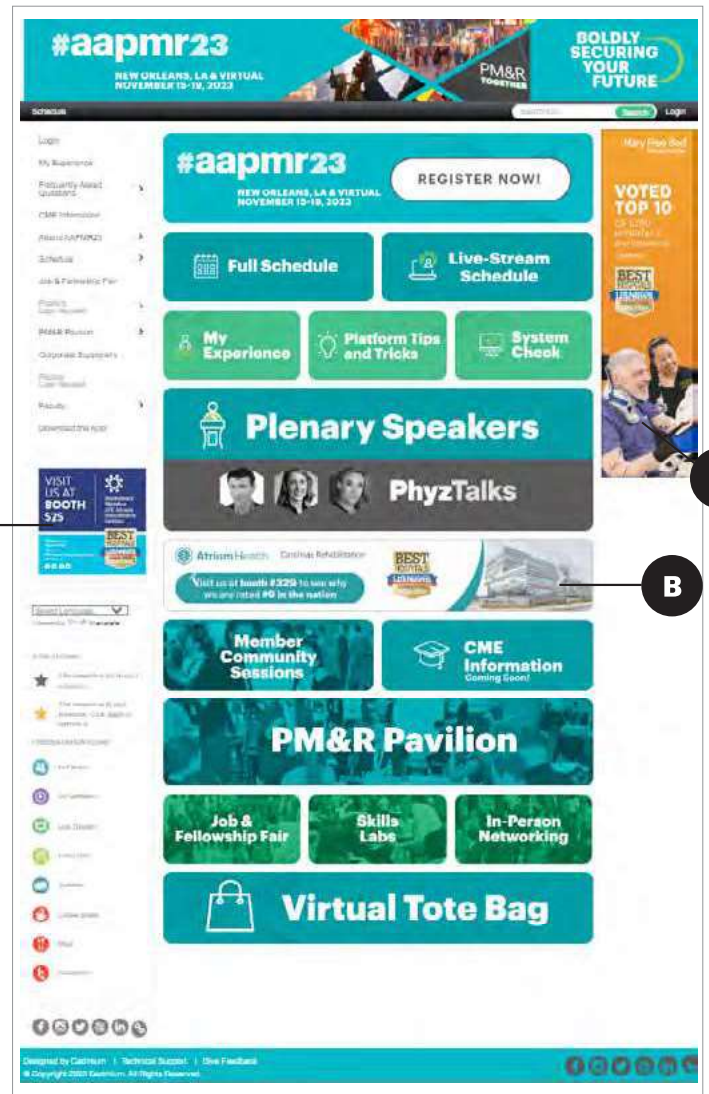
The AAPM&R Annual Assembly website is the main source for the most up-to-date information about the conference. The AAPM&R Annual Assembly website is the main source for conference information, including hotel information, educational programming and networking opportunities. Exhibitors and sponsors 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



American Academy of
Physical Medicine and Rehabilitation

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).

<input type="checkbox"/> \$2,500 FULL-PAGE 9" w x 12" h with 1/8" bleed	<input type="checkbox"/> \$1,150 DISPLAY AD SIZE A HALF-PAGE 7.5" w x 4.75" h	<input type="checkbox"/> \$850 DISPLAY AD SIZE B QUARTER-PAGE 3.67" w x 4.75" h
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CLASSIFIED (Employment Ads ONLY)

For job posting information, contact
aspire@medgeoadventures.com.

ISSUE SELECTION

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

Annual Assembly Publications

A LA CARTE OPTIONS

(See pricing on page 9.)
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed.)

PRELIMINARY PROGRAM **OFFICIAL PROGRAM**
(Please complete by 4/1/24) (Please complete by 8/1/24)

AD SIZE

<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> FULL PAGE
<input type="checkbox"/> INSIDE FRONT COVER	<input type="checkbox"/> INSIDE FRONT COVER
<input type="checkbox"/> INSIDE BACK COVER	<input type="checkbox"/> INSIDE BACK COVER
<input type="checkbox"/> BACK COVER	<input type="checkbox"/> BACK COVER
<input type="checkbox"/> COVER TIP	<input type="checkbox"/> 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@aapmr.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 is 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 name 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@aapmr.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.