



**SAN DIEGO, CA & VIRTUAL  
NOVEMBER 6-10, 2024**

## **AAPM&R Annual Assembly Digital Prospectus**

The AAPM&R Annual Assembly is the largest educational conference in the country for psychiatrists, making it the best opportunity to deliver your message to this targeted audience. Reach 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 **May 2024**. Additionally, in-person and virtual attendees can view Annual Assembly content through early February 2025 - months of online engagement.
- **Diversified Access:** Advertising reaches both in-person and virtual attendees.

The digital platform is the AAPM&R conference website. Offering both in-person and virtual options, attendees and sponsors can customize their event experience. This hybrid event allows sponsors and exhibitors to showcase their products and services in person, as well as virtually.

Content will be added to the conference website and the event app starting with all keynotes and live-streamed sessions from the in-person Annual Assembly.

Additional recorded content from the in-person activity will be added during conference week. Participating in the virtual component allows for additional exposure.

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

# Website Advertising

## Homepage Advertisements

The digital platform will launch **May 2024**. Advertisements placed on will be visible through early February 2025. The website home page had **53,129 views in 2023**.

Pricing and specs follow. For maximum exposure, secure your space early. Advertisements can be placed through October 31, 2024\*.

\*Ads are available on a first come, first served basis.

The screenshot shows the AAPMR23 website homepage with several advertisement placements highlighted by yellow boxes:

- Header:** A teal banner with "#aapmr23", "NEW ORLEANS, LA & VIRTUAL NOVEMBER 15-19, 2023", "PM&R TOGETHER", and "BOLDLY SECURING YOUR FUTURE". Below it is a navigation bar with "Schedule" and a search bar.
- Left Sidebar:** A vertical menu with items: "Attend AAPMR23", "Hotel and Travel", "Schedule", "Plenary Speakers", "In-Person Networking", "Skills Labs", and "Job & Fellowship Fair".
- Twitter Feed:** A box titled "Tweets from @AAPMR" showing a tweet from "WILEY" about "New research published in @PMDJournal". A yellow box notes: "Navigation Ad - the Twitter feed will move down".
- Main Content Area:**
  - A teal banner with "#aapmr23", "NEW ORLEANS, LA & VIRTUAL NOVEMBER 15-19, 2023", and a "REGISTER NOW!" button.
  - A dark teal banner with a speaker icon, "Plenary Speakers", and "PhyzTalks" with three speaker portraits.
  - A teal banner with a calendar icon, "Full Schedule", and a "Tile Ad" button.
  - A teal banner with "Hotel and Travel" and an image of a hotel.
  - A teal banner with "Code of Conduct" and an icon of a document.
- Right Side:** A vertical yellow box with the text "rotating banner ad will be here".

## Website Advertising, continued

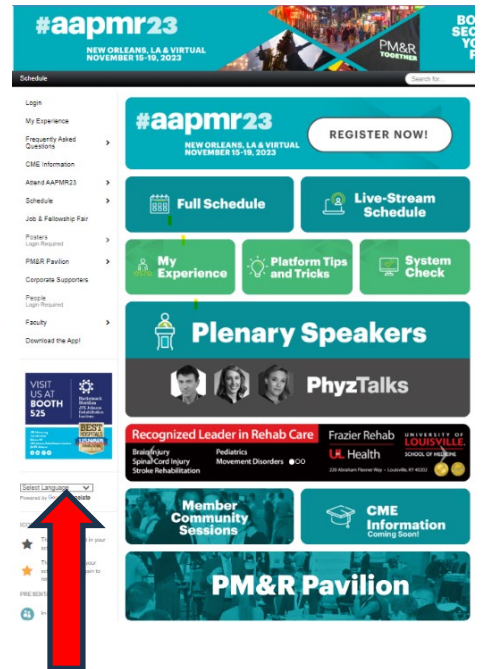
### Home Page Navigation Advertisement - Exclusive

\$8,500

**SOLD**

This banner advertisement will be visible on all pages of the website under the navigation menu. It is a **static** advertisement and will be seen on every page on the virtual platform that attendees visit. Published 8/1/23, it was viewed **89,884 times** through February 2024.

The advertisement is linked to your website or any other URL. Click/view counts are tracked and provided to the sponsor. Artwork should be 400 pixels wide x 400 pixels tall.

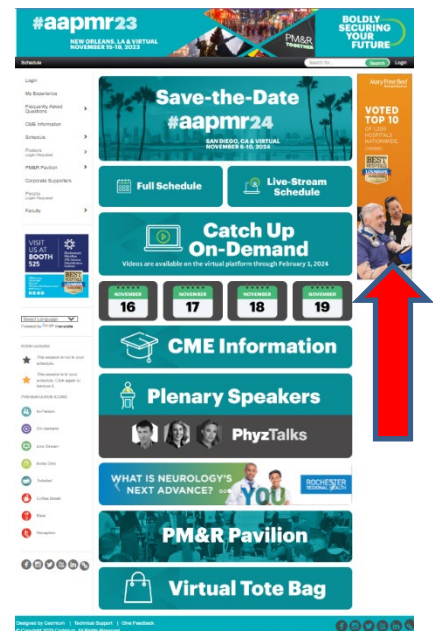


### Home Page Rotating Banner Advertisement - 4 available -- \$5,000

Advertisement can be clickable to your website or any other URL. One right banner advertisement that ran from August 22 through November 1 was viewed **18,002** times in 2023. Another, published on the platform on 9/27/2023 was viewed **14,420** times. The 2023 Annual Assembly pages garnered 113,628 views June through November.

Artwork should be 320 pixels wide x 1200 pixels high.

Secure by May for maximum exposure. Insertion deadline is October 31, 2024



# Website Advertising, continued

## 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**.

Your ad is clickable to your website or any URL. Artwork should be 1,280 pixels wide x 200 pixels tall.



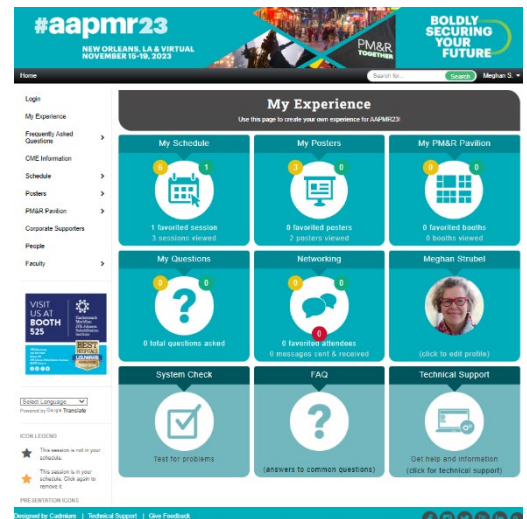
Secure by May for maximum exposure. Insertion deadline is October 31, 2024

## “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**.

Your ad, clickable to your website or any URL, will be seen by all attendees as they visit their dashboard. Artwork should be 1,280 pixels wide x 200 pixels tall.



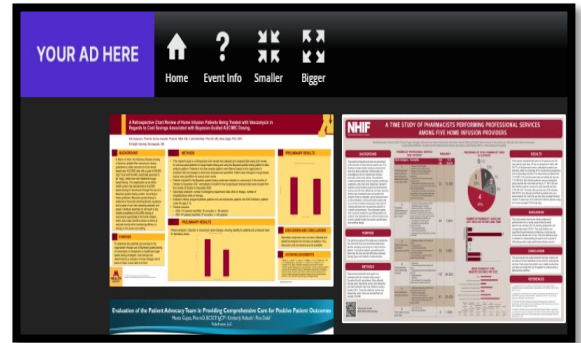
Secure by October 31, 2024

## Website Advertising, continued

### 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 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 wide x 200 tall pixels and can be linked to an external URL.

## 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 @ \$5,000 each

Your advertisement (clickable to your website or any other URL) will rotate on the home page website and mobile app platforms, visible to all in-person and virtual attendees. Click/view counts are tracked and provided to the sponsor.

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)



Secure by May for maximum exposure. Insertion deadline is October 31, 2024

## Advertising on both Website & Mobile App, continued

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### Subpage Header Advertisement

**3 available @ \$1,500 each**

Your advertisement, linkable to any URL, 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



Available on the website in May 2024 and on the mobile app when it launches November 2024.

Subpage Header Ads specs:

- Website
  - 1,280 wide X 200 tall
- App (all sizes are needed to accommodate phone and tablet sizes)
  - 1,080 wide x 152 high
  - 1,920 wide x 225 high
  - 2,048 wide x 180 high
  - 1,920 wide x 152 high

