

Digital Advertising Opportunities

Retargeted Digital Advertising Opportunities



American Academy of
Physical Medicine and Rehabilitation

About AAPM&R's Website (www.aapmr.org)

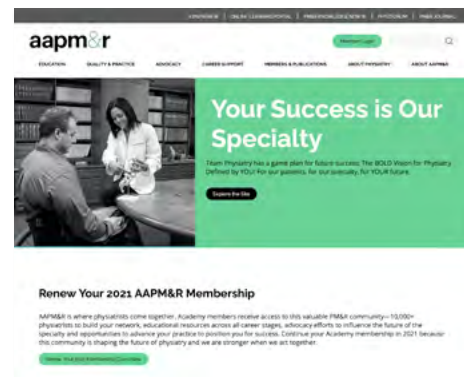
The Academy's 10,000+ members visit the AAPM&R website to learn about clinical topics, health care news, AAPM&R events, employment opportunities, and more. Patients and family members search the website for information on clinical topics and PM&R physicians. With thousands of visits each month, organizations now can reach a worldwide audience of PM&R physicians and the patients they serve in two ways instead of just one. AAPM&R offers advertisements directly on specific pages of our website – this is not new and remains a valuable option. AAPM&R now also offers impression-based retargeted options – where the ads essentially “follow” a specific audience as they navigate their other online activities.

- Average of 59,000 visitors per month
- Average of 362,000 page views per month

About AAPM&R Annual Assembly Site (January-September)

The AAPM&R Annual Assembly website is the main source for the most up-to-date information about the conference. With some of the most active pages on the AAPM&R website, the Assembly website is the attendee's “go-to” to learn about the educational programming, networking opportunities, and all Annual Assembly offerings. Exhibitors and sponsors also visit these pages for information on the PM&R Pavilion and ways to get involved.

- Average of 4,000 entrances per month



Retargeted Process

Identify the target audience(s) that you are trying to reach!

Examples of possible audiences are:

- Users who visited the Annual Assembly web pages
 - » Best for: Exhibitors at the Annual Assembly, Pharmaceutical companies, Device companies, Institutions, Employers at the Job Fair, Insurance companies
- Users who visited the Education web pages
 - » Best for: Pharmaceutical companies, Device companies, institutions
- Users who visited the Career Center web pages
 - » Best for Pharmaceutical companies, Device companies, Institutions, Insurance companies, Financial companies, Employers
- Users who visited the About Physiatry web pages including Conditions and Treatments
 - » Best for: Pharmaceutical companies, Device companies, Institutions
- Users who visited the Medical Student web pages, including Resident Programs Map, etc.
 - » Best for Institutions and Employers

Introductory Pricing

All campaigns are based on impressions, so the duration of the campaigns may vary.

- 15,000 impressions - \$5,000
- 25,000 impressions - \$7,500
- 50,000 impressions (recommended for Annual Assembly campaigns) - \$15,000

1. Create your ad artwork

AAPM&R will provide recommended ad sizes and provide all of the Google ad requirements. Advertiser can provide up to 10 ad sizes for maximum exposure opportunities. **Need help with your artwork? AAPM&R is happy to help create your artwork. Additional fees apply.**

2. Approval Process

AAPM&R will lead the Google ad approval process and help you with any changes that need to be made. Note: average estimated time for setting up a campaign and approval is 10 business days. This timeline may vary.

3. Launch!

Once all approvals have been made, your retargeted campaign will launch!

Need help identifying your audience? We can help suggest one based on your needs and goals!

For more information, please contact us at corporatesupport@aapmr.org or (847) 737-6038.

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 _____

Digital Advertising Opportunities

WEBSITE BANNER ADS:

(Bundle descriptions on page 3)

- Bundle 1: \$1,975 Bundle 3: \$3,850
 Bundle 2: \$2,750 Bundle 4: \$8,500

Preferred Start Date _____
 (Note: This process takes a minimum of 5 business days)

- Annual Assembly Site ads: \$4,200

Preferred Start Date _____
 (Note: This process takes a minimum of 5 business days)

- Connection—Standard ad: \$2,075/issue
 Connection Sponsored Content ad: \$2,600/issue

- Resident e-newsletter: \$3,120/issue

- Annual Assembly e-newsletter: \$2,750/issue

Specify which Issue _____

URL address if you want the ad linked to the company's website: _____

RETARGETED DIGITAL ADVERTISING




All campaigns are based on impressions, so the duration of the campaigns may vary.

- 15,000 impressions: \$5,000
 25,000 impressions: \$7,500
 50,000 impressions (recommended for Annual Assembly campaigns): \$15,000

Print Advertising

- FULL-PAGE (9" w x 12" h, add 1/8" bleed)
 \$2,800 Color/B&W

- DISPLAY (designed ads only,* see below for pricing)
 *As the advertiser, you are responsible for designing your display ad and sending it to AAPM&R.

DISPLAY AD SIZE A	DISPLAY AD SIZE B	DISPLAY AD SIZE C
8" w x 4 1/8" h	3 7/8" w x 4 1/8" h	3 7/8" w x 2 1/8" h
<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$950	<input type="checkbox"/> \$870
		

Checkmark ad size above, in either black and white or four-color (check one box).

- CLASSIFIED (Employment Ads ONLY)
 \$500 per 100 word insertion (\$2 for each additional word)

ISSUE SELECTION

- February 2023 July 2023
 March 2023 August 2023
 April 2023 September 2023
 May 2023 October/November 2023
 June 2023 December 2023/January 2024

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** (Please complete by 4/3/23) **OFFICIAL PROGRAM** (Please complete by 8/1/23)

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 4/3/23)
 (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

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@AAPM&R.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.

Advertising Specifications/ Term and Conditions

Web Specifications

- Please send a copy of this form and your advertisement to corporatesupport@aapmr.org for approval
- AAPM&R will place your ad based on your target audience and space availability.
- Advertising space is limited, and multiple ads can appear on a page at the same time.
- All ads must be submitted no later than five days prior to launch date.
- AAPM&R will provide the advertiser with page view statistics.

Digital Specifications

- Rotating images on interior pages need to be done in animated GIF or HTML5 format.
- Static image only for Annual Assembly home page ads
- Static image only for e-newsletter (*AAPM&R Connection*)
- File formats accepted: PNG, GIF, JPG
- Resolution: 72 pixels per inch
- Advertisements can be linked to the company's website.

Classified Advertising—Employment ONLY

Graphics, logos, and borders are not permitted. Box numbers are not offered.

Orders must be submitted in writing, and payment must be made in advance.

Email ad text to careerservices@aapmr.org. Insertion in the desired issue is contingent upon receipt of payment.

Classified advertisements over 100 words will be charged an additional \$2 for each extra word. The following should be counted as one word:

- All single words
- Hyphenated words
- Two initials of a name
- URL address
- Single or group of numbers
- Abbreviations

Display Advertising

Display advertisements may be purchased in various sizes in black and white or in four-color process.

- Email ad text to corporatesupport@aapmr.org. Insertion in the desired issue is contingent upon receipt of payment.
- Digital submission of print-ready ads required—PDF Format [PDF/X-1a:2001] required file type. **Faxed advertisements are not accepted.**
- **Advertising insertions requiring typesetting are subject to additional charges.**
- Location (placement) of the ad is at the discretion of AAPM&R.
- Trim size: 9" w x 12" h
- Binding method: saddle-stitched
- Halftone screen: 150 lines per inch

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) accepts advertising in certain venues and publications. Advertising revenue is used to support the activities of AAPM&R.

The appearance of advertising does not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence content. Members and patients count on AAPM&R to be an authoritative, independent voice in the world of science and medicine. Public confidence in our objectivity is critical to carrying out our mission. **As such, "advertisement" must be placed on the ad to be included on the AAPM&R website or e-communication.**

Advertising Acceptance

1. AAPM&R has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with the values of members, the publication/website or the organization as a whole, and to stop accepting any advertisement previously accepted. Ads are subject to review by AAPM&R. Advertisements new to AAPM&R require preapproval before they can appear.
 2. Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the U.S. Food and Drug Administration or other government agency, technical and/or scientific documentation may be required.
 3. AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients).
 4. While AAPM&R welcomes and encourages information-rich advertising, advertisements, advertising icons, and advertiser logos must be clearly distinguishable from content and may require special labeling to distinguish them as such.
 5. Ad design cannot replicate existing design on www.aapmr.org that makes it appear to be part of the non-advertisement content.
 6. Cancellations must be received in writing seven 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.
 7. AAPM&R reserves the right to determine advertisement placement. AAPM&R will discuss with advertiser prior to placement.
 8. The following online advertising formats are prohibited:
 - Pop-ups and floating ads
 - Advertisements that collect personally identifiable information from visitors without their knowledge or permission
 - Ads that extend beyond the ad space or interfere with content or send visitors to another site without intentional visitor interaction (eg, ads that expand upon incidental mouse-over).
 9. In addition, AAPM&R specifically prohibits advertisements from including:
 - Specific employment details such as salary and compensation information.
 - 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
 10. AAPM&R prohibits the use of member names and addresses for on-site visits to members' homes/offices for any reason
- AAPM&R's published advertising policies are not exhaustive and are subject to change at any time without notice.

Guidelines for Submission of Print Advertising/Corporate Logos

File Requirements

DIGITAL ADS: SUPPORTED LAYOUT/APPLICATION FILES

- Press-optimized PDF File Format Required [PDF/X-1a:2001]
- Microsoft Word (AD COPY ONLY—subject to additional typesetting charges)
 - Ads should be designed and saved at 100% size.
 - All elements must be placed. Include all fonts, logos/artwork, and images used with your ad submission. Do not embed logos or images in your ad.

Corporate Logos: Acceptable File Formats

PRINT

- Adobe Illustrator eps. file or Adobe Illustrator ai. file (preferred)
- 100%, 300 dpi TIFF File

COLOR PROFILES

- CMYK or grayscale accepted (NO Pantone® match colors accepted—please be sure to convert all artwork to the appropriate color profile)

IMAGE RESOLUTION

- 300 dpi is required for all image files. 72 dpi files are not acceptable; ads or placed artwork supplied as such will be returned.

FOR EPS GRAPHICS/IMAGES

- Convert all fonts to outlines.
- Do not nest EPS files in other EPS files.

FONTS

Embed all fonts or include all fonts in packaged files.

- No True Type
- Font information should include name.

NOTE: Advertisements supplied as Microsoft Word files may be subject to additional typesetting charges. Do not embed logos or images in your Microsoft Word document. Advertisements emailed as text files are subject to additional typesetting charges.

WEB

- 72 dpi PNG, GIF, or JPG File

DO NOT copy/use images, scans, or logos/art from your company's website. Include all fonts, images/photographs, logos/artwork.

Additional Instructions

SINGLE PAGE ADS/SPREADS

- Build pages to trim size and extend bleed at least 1/8 inch (0.125 inch) beyond trim.
- Spreads: Supply single pages (Document size must equal the size of a single page or spread size.)
- Halftone screen: 150 lines per inch (300 dpi). Pricing is based on 4-color advertisement.

FOUR COLOR ADS

- Color graphics/images must be in CMYK mode. No Pantone® match colors.

Important Additional Instructions

Advertisements supplied to AAPM&R that require additional typesetting, edits, layout, color separation, or film work are subject to additional charges. AAPM&R reserves the right to decline, withdraw, or edit advertisements not in keeping with AAPM&R's guidelines of digital advertisement submission.

Customer will be notified of additional incurred costs for any necessary production services (production of proofs, typesetting, digital alterations, etc).

Email/Fax/Mail Insertion Order(s) To:

AAPM&R Advertising

PO Box 95528

Chicago, IL 60694-5528

Phone: (847) 737-6000

Fax: (847) 563-4191

corporatesupport@aapmr.org

www.aapmr.org