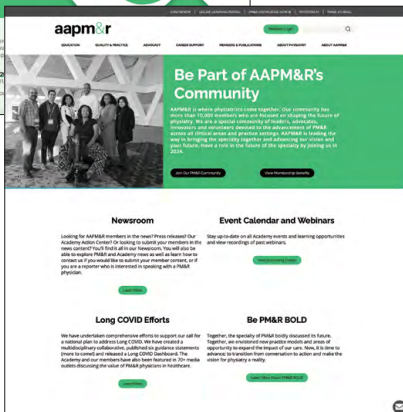
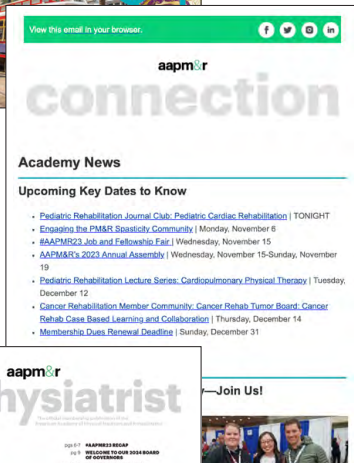


aapm&r

American Academy of
Physical Medicine and Rehabilitation

media kit



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The American Academy of Physical Medicine and Rehabilitation (AAPM&R) is the national medical society representing more than 10,000 physicians who are specialists in the field of physical medicine and rehabilitation (PM&R). **PM&R physicians are nerve, muscle, bone and brain experts who treat injury or illness nonsurgically to decrease pain and restore function.**

10000+
ACTIVE MEMBERS



25%
HOLD A SUBSPECIALTY
CERTIFICATION



- 43% Pain
- 26% Sports
- 26% Brain Injury
- 12% Spinal Cord Injury
- 3% Pediatric Rehabilitation
- 2% Neuromuscular

PRIMARY PRACTICE SETTING



- 25% Other
- 24% Multi-Specialty Group
- 16% Hospital, IRF, SNF
- 10% PM&R Group Private Practice
- 9% Solo Private Practice
- 4% VA/Military

1681
PHYSIATRISTS IN-TRAINING



73%

OF MEMBERS READ
THE PHYSIATRIST
PRINT NEWSLETTER



58%

OPEN RATE FOR
CONNECTION
WEEKLY E-NEWSLETTER



600+

MEMBERS VOLUNTEER
ON COMMITTEES,
TASK FORCES AND MORE!



1500+

MEMBERS POSTED ON
PHYZFORUM, AAPM&R'S
ONLINE MEMBER COMMUNITY

6900+ PER YEAR

MEMBERS PARTICIPATED IN AN
EDUCATIONAL ACTIVITY ON AAPM&R'S
ONLINE LEARNING PORTAL.



**All data taken from the Annual Assembly Attendee Demographics Report, Exhibitor Survey and Attendee Survey.*

Digital Advertising Opportunities



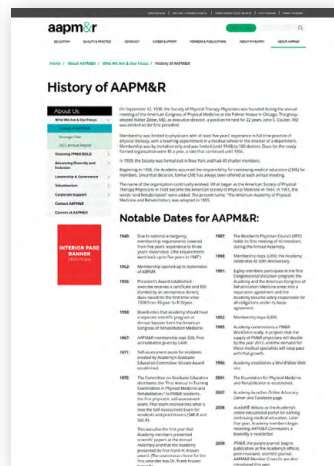
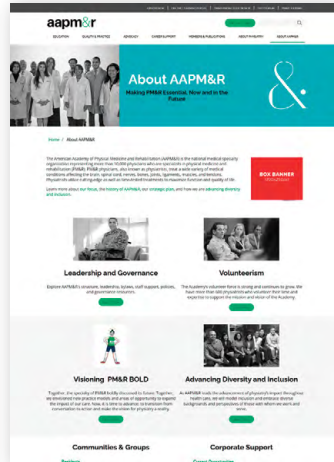
American Academy of
Physical Medicine and Rehabilitation

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 for details.



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

OFFICIAL VENDOR OF

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

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%



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

Annual Assembly Info E-Newsletters

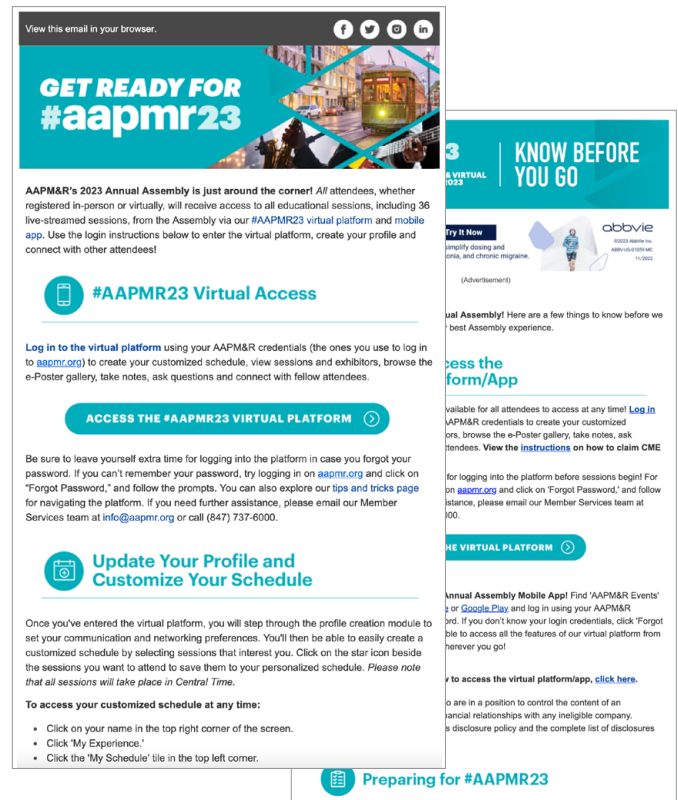
(Limited Spots Available)

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



Annual Assembly Website

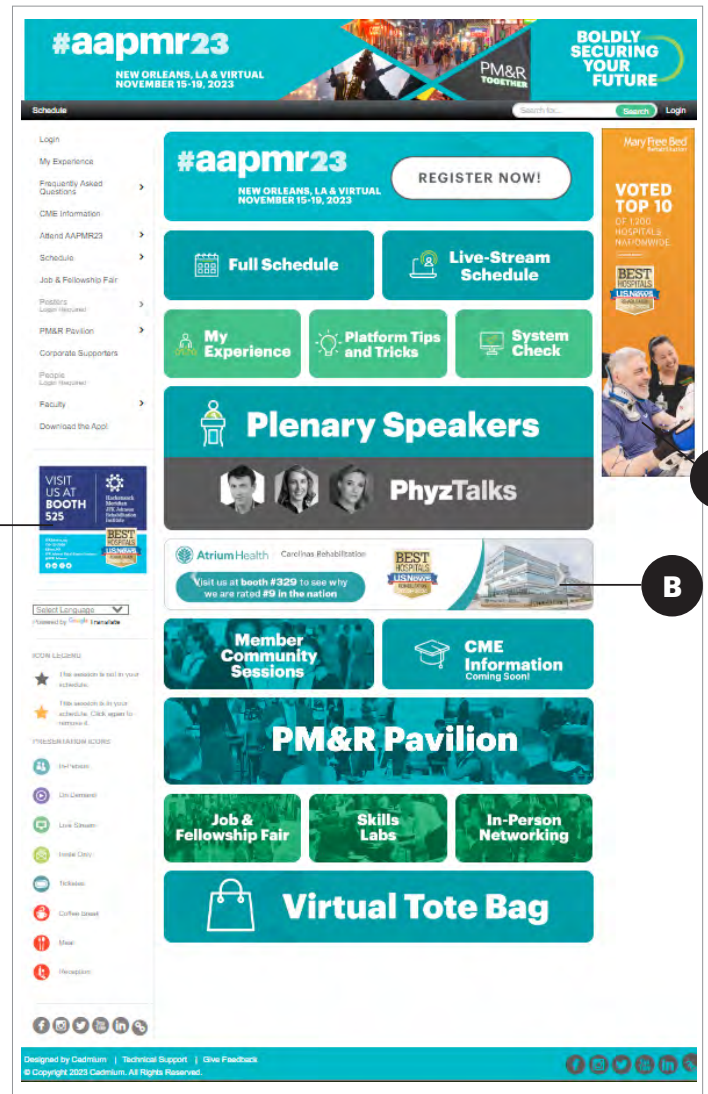
The AAPM&R Annual Assembly website is the main source for the most up-to-date information about the conference. The AAPM&R Annual Assembly website is the main source for conference information, including hotel information, educational programming and networking opportunities. Exhibitors and sponsors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

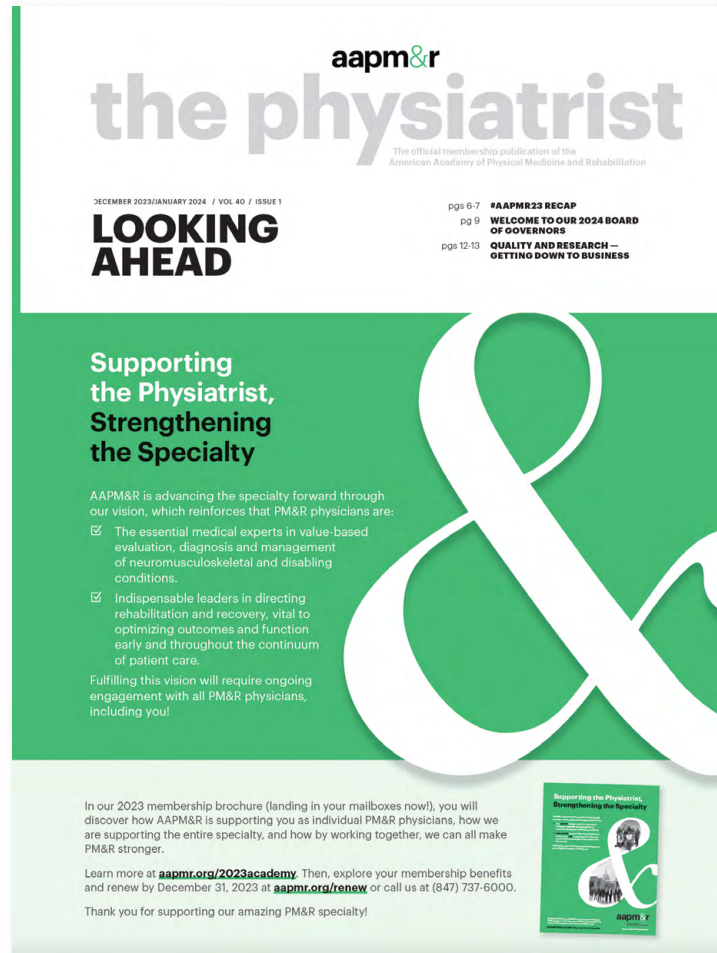
**Contact us today for more information on custom solutions.
Phone: (847) 737-6116 or email: corporatesupport@aapmr.org**

Print Publication

The *Physiatrist* Newsletter

The Physiatrist is the official membership publication of AAPM&R. Published 10 times each year, this print newsletter updates readers on Academy activities and programs, legislative actions, practice and socioeconomic issues, educational courses, specialty developments, and employment opportunities.

- Average print distribution: 8,000



Issue Dates

Closing Date

February	January 2, 2024
March	February 1, 2024
April	March 1, 2024
May	April 1, 2024
June	May 1, 2024
July	June 3, 2024
August	July 1, 2024
September	August 1, 2024
October/November	September 3, 2024
December/January 2024	November 1, 2024

The *Physiatrist* Print Advertising

FULL-PAGE 9" w x 12" h with 1/8" bleed	DISPLAY AD SIZE A HALF-PAGE 7.5" w x 4.75" h	DISPLAY AD SIZE B QUARTER-PAGE 3.67" w x 4.75" h
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The *Physiatrist* Print Advertising

- Full-Page Ad:** \$2,500 (color/b&w)
- Display Ad Size A:** \$1,150 (color/b&w)
- Display Ad Size B:** \$850 (color/b&w)
- Classified Ad:** Contact careerservices@aapmr.org for classified ad rates.

PM&R, The Journal of injury, function, and rehabilitation

PM&R is the official scientific journal of AAPM&R.

For more information, contact Stephen Jezzard at sjezzard@wiley.com.



Preliminary and Official Program Advertising Options



American Academy of Physical Medicine and Rehabilitation

American Academy of Physical Medicine (AAPM&R) Annual Assembly and PM&R Pavilion
San Diego Convention Center, San Diego, CA, November 6-10, 2024.

Preliminary Program Distribution
10,000+

Official Program Distribution
3,000+

Save more when you advertise in both AAPM&R Annual Assembly publications.
Make the most of your advertising dollar by taking advantage of this special offer.

RESERVE YOUR SPACE TODAY!

NET RATES

Package Options

(Your ad will be included in both the Preliminary and Official Program)

FULL PAGE	U.S. \$7,200
INSIDE FRONT COVER	U.S. \$17,775
INSIDE BACK COVER	U.S. \$17,775
BACK COVER	U.S. \$24,875
COVER TIP	U.S. \$28,250

A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
HALF PAGE	U.S. \$2,225	U.S. \$1,850
FULL PAGE	U.S. \$4,250	U.S. \$3,500
INSIDE FRONT COVER	U.S. \$9,250	U.S. \$9,250
INSIDE BACK COVER	U.S. \$9,250	U.S. \$9,250
BACK COVER	U.S. \$13,000	U.S. \$13,000
COVER TIP	U.S. \$14,975	U.S. \$14,975

*To qualify for discounted exhibitor rates, organizations must have a signed exhibitor contract on file with AAPM&R.

CLOSING DEADLINES

• 2024 Preliminary Program

- Ad Orders Due: April 1
- Ad Materials Due: April 15

• 2024 Official Program

- Ad Orders Due: August 1
- Ad Materials Due: August 15

Please complete form on page 10.

FAX/MAIL FORM TO:

Mail application and payment to:
AAPM&R Annual Assembly Advertising
P.O. Box 95528
Chicago, IL 60694-5528
Fax: (847) 563-4191

AAPM&R CORPORATE SUPPORT

Phone: (847) 737-6000
Email: corporatesupport@aapmr.org

AAPM&R values your advertising business and will work with you to meet your media objectives. For detailed information on how AAPM&R can fit into your marketing plans or for more information on Annual Assembly advertising, contact AAPM&R.

AAPM&R offers special rates for advertising products with required PI information. Contact us for more information.

No cancellations accepted or refunds issued after closing dates.

NOTE: If your advertisement mentions giveaways, the Academy policy only permits exhibitor giveaways that are educational and modest in value. Nonprofit exhibitors are excluded from this policy.
No cancellations accepted or refunds issued after closing date(s).

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

CLASSIFIED (Employment Ads ONLY)

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

ISSUE SELECTION

<input type="checkbox"/> February 2024	<input type="checkbox"/> July 2024
<input type="checkbox"/> March 2024	<input type="checkbox"/> August 2024
<input type="checkbox"/> April 2024	<input type="checkbox"/> September 2024
<input type="checkbox"/> May 2024	<input type="checkbox"/> October/November 2024
<input type="checkbox"/> June 2024	<input type="checkbox"/> 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

<input type="checkbox"/> FULL PAGE
<input type="checkbox"/> INSIDE FRONT COVER
<input type="checkbox"/> INSIDE BACK COVER
<input type="checkbox"/> BACK COVER
<input type="checkbox"/> 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.

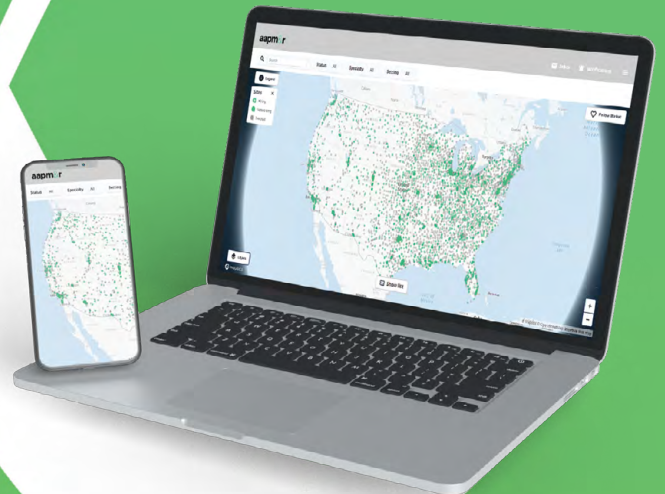
NOTE: All cancellations must be made in writing.

Employment-Specific Opportunities

Where work meets life.

Introducing Aspire, the new career exploration platform, purpose-built for PM&R professionals.

Discover new PM&R practices, learn about open roles, and directly engage with the right individuals at the right places to help you make the right move, for all the right reasons.



Discover all work and life has to offer at www.aapmr.org/aspire

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

PM&R
aspire
Career Exploration Platform
by aapm&r

The American Academy of Physical Medicine and Rehabilitation (AAPM&R) offers mailing lists to rehabilitation-oriented institutions, organizations, publishers, and businesses wishing to advertise their conferences, products, publications, and services to AAPM&R members. This is an opportunity to reach a world-wide audience of more than 9,000 physiatrists.

To assist in your mailing plan, see previous page for member statistics.

Base Rental Rates

Lists are available for one-time use only and are delivered electronically in Excel format.

~9,000 Names (U.S. Members)

COMMERCIAL LIST RATES	\$2,300
NONPROFIT LIST RATES	\$2,000

Annual Package Deal

Order five lists for the price of four, a 25% savings!*

Additional Charges

CUSTOMIZED LIST ORDER	Commercial
CUSTOMIZED LIST ORDER	Nonprofit
EXPRESS PROCESSING	Commercial/Nonprofit

Additional Bundle Options

5% discount on two rentals*

10% discount on three rentals*

* Lists must be used within the same calendar year.

Processing

The order form, plus a sample of the material you wish to distribute, must be mailed or faxed to AAPM&R for approval. AAPM&R requires preapproval of items to be distributed to its members and is the sole judge of the suitability of materials. There is a required minimum of a 10-day lead time to process list orders from date of order form and sample mailing receipt. Express processing is available for an additional cost. Express lists will be processed within 5 business days. Payment must be received in advance of delivery of AAPM&R membership list.

Usage Policy

AAPM&R membership names and addresses are proprietary and are protected by copyright. AAPM&R is the sole owner of the membership names and addresses and rents its mailing list electronically for one-time use for each approved request. Lists may be provided for a fee to rehabilitation-oriented institutions, organizations, publishers, and businesses wishing to promote products and services to AAPM&R members. AAPM&R requires preapproval of all items to be mailed and is the sole judge of the suitability of materials for mailing to its members. AAPM&R reserves the right to deny requests where the purpose or use may not be considered in the best interests of AAPM&R or its members. Nonprofit institutions wishing to rent the mailing list for educational purposes may purchase mailing lists at a reduced fee. AAPM&R may require verification of an organization's non-profit status.

AAPM&R will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card. Rental of AAPM&R mailing lists to vendors and outside entities does not constitute an endorsement or guarantee of the product or service being marketed. Unless expressly agreed by AAPM&R in writing, any representation by the buyer(s) and/or his client(s) or agent(s), whether overt or implied, of AAPM&R endorsement or guarantee of a product or service is prohibited.

AAPM&R specifically prohibits use of its membership names and addresses for the following purposes:

- Copying and entering names and addresses from the provided labels into a client's computer database for any purpose; this applies to duplication and/or storage in any form by any means, electronic, mechanical, photocopying, recording, or otherwise. Violations are subject to prosecution under federal copyright laws.
- 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.
- Use of member names and addresses for on-site visits to members' homes/offices for any reason.

In addition:

- AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients) of the mailing lists.
- Direct mailing list brokers or other third parties soliciting the AAPM&R membership mailing labels on behalf of a client assume total responsibility for timely payment to AAPM&R, regardless of the client's payment standing with the broker or third party.
- Use of the list is one-time only and limited exclusively to the specific offer or service as described in the mailing sample submitted in conjunction with the order form.
- Payment is due in advance.
- **AAPM&R does not provide email addresses or authorize usage of Academy email lists.**
- The use of AAPM&R membership names and addresses in any of the ways prohibited shall be cause for, at a minimum, permanent disqualification of the buyer(s) and/or his client(s) or agent(s) from use of the AAPM&R membership mailing list. Violation of this policy as set forth above may also be grounds for legal action.

CONTACT NAME COMMERCIAL ORGANIZATION NONPROFIT ORGANIZATION (PLEASE INCLUDE NON-PROFIT TAX-ID#.)

COMPANY NAME MAILING ADDRESS/BILLING ADDRESS P.O. BOX NUMBER (IF APPLICABLE)

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

EMAIL (FOR ELECTRONIC DELIVERY OF LIST AS AN EXCEL DOCUMENT)

SPECIFY LIST: A new order form is required for each mailing.

Quick pick

Select one of the most popular mailing lists available in one easy step.
(SPECIFY WITH CHECKMARK)

- A. U.S. MEMBERS ONLY (All Member Categories)
 B. U.S. AND INTERNATIONAL MEMBERS (All Member Categories)

OR, Customize a list

Choose one or all of the options below (Additional charges apply. See page 2.)

BY MEMBER CATEGORY(IES): (SPECIFY WITH CHECKMARK)

- Fellows Associates
 Residents International

AND/OR BY STATE(S):

- All States Specific States Only (PLEASE SPECIFY BELOW:)

AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

Ten working days from receipt of sample mailing and form are required for approval and fulfillment.

I have read and agree to abide by the AAPM&R Mailing List Usage policy listed on page 12 and accept the charges above.

SIGNATURE

DATE

List Rental Package Options

- 2X Lists (5% discount)
 3X Lists (10% discount)
 5X Lists (25% discount)

AAPM&R FAST FACTS TO HELP YOU COMPLETE THE ORDER FORM

AAPM&R has more than 10,000 members.

Membership Categories

(Note: International members are not categorized as Fellows, Associates, and Residents.)

Fellows	Passed both parts of the American Board of Physical Medicine and Rehabilitation (ABPMR) Exam
Associates	Completed their residency training or passed Part 1 of the ABPMR exam
Residents	
International	

MAIL OR FAX COMPLETED ORDER AND PAYMENT

AAPM&R
Attention: Mail List
P.O. Box 95528, Chicago, IL 60694-5528
Phone: (847) 737-6000
Secure Fax: (847) 563-4191
corporatesupport@aapmr.org
www.aapmr.org

Advertising Specifications/ Term and Conditions



American Academy of
Physical Medicine and Rehabilitation

Web and Digital Specifications

- Please contact Association Revenue Partners for website and digital advertising: 855-790-0001 or email info@associationrevenuepartners.com.

Classified Advertising—Employment ONLY

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

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. Advertising organizations shall take sole responsibility for conforming to all applicable laws, standards, and regulations the organization represents.
3. 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.
4. AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients).
5. 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.
6. Ad design cannot replicate existing design on www.aapmr.org that makes it appear to be part of the non-advertisement content.
7. 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.
8. AAPM&R reserves the right to determine advertisement placement. AAPM&R will discuss with advertiser prior to placement.
9. 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).
10. In addition, AAPM&R specifically prohibits advertisements from including:
 - 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
11. 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).

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