

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 travel details, and the education and networking agenda.

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. Recorded content from the in-person activity will be added during conference week and will be available until February 2025 for in-person and virtual attendees.

Benefits of Sponsorship and Advertising:

- **Prolonged Exposure:** Advertising is seen from website launch (May 30, 2024) 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)
- Average time spent on page: 2 minutes
- 2,509 user accounts with 10,745 logins
- 1,632 personal itineraries created with 33,737 presentation favorites
- 55,669 presentation views

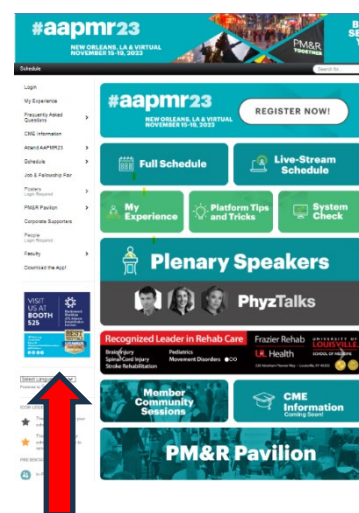
Website Advertising

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.





Home Page Rotating Banner Advertisement - 2 available (2 sold) -- \$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.

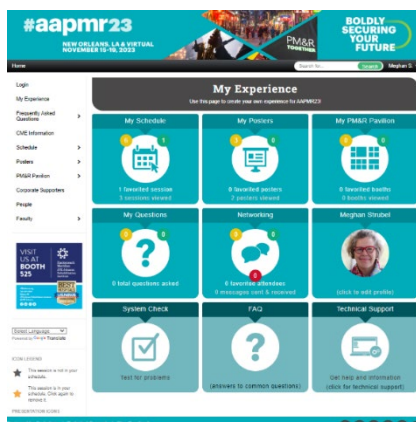
Artwork should be 320 pixels wide x 1200 pixels high.

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

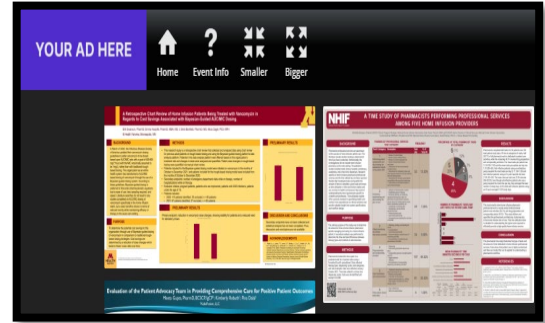
The “My Experience Page” is a personal dashboard for each attendee. It includes attendees’ messages, the attendee’s schedule, poster selection, and networking. *“My Experience” pages were clicked 8,738 times in 2023.*

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)

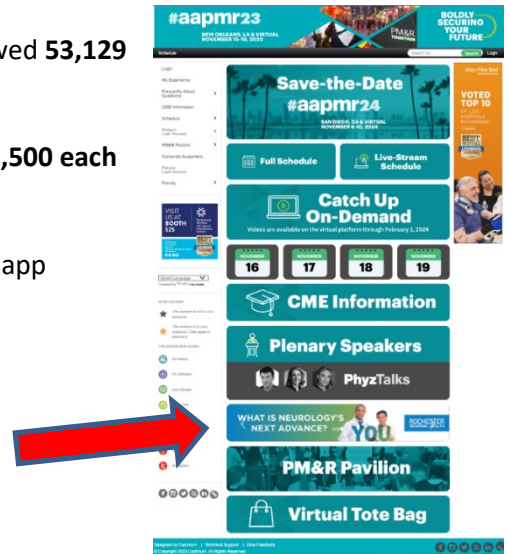
The Home Page is the highest traffic page of the website and was viewed **53,129** times in 2023.

Home Page Rotating Tile Advertisement -- 3 available (1 sold) @ \$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

