

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:

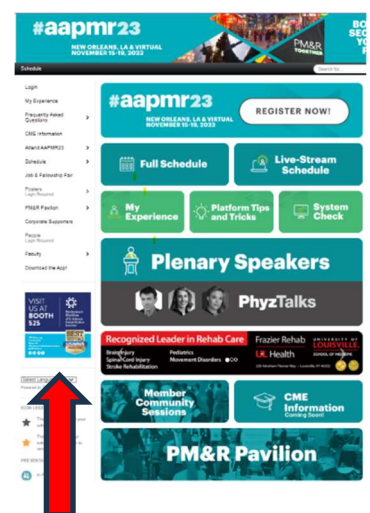
- 113,628 pageviews (May – November)
- Average time spent on page: 2 minutes
- 2,509 user accounts with 10,745 logins
- 1,632 personal itineraries created with 33,737 presentation favorites
- 55,669 presentation views

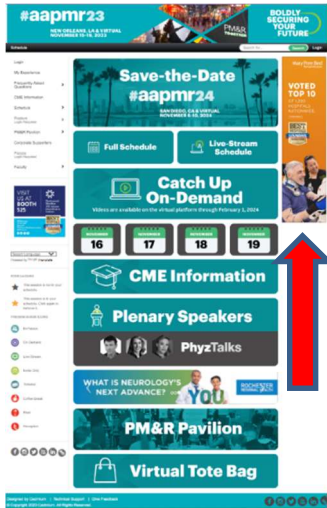
Website Advertising

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 - 1 available (3 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.

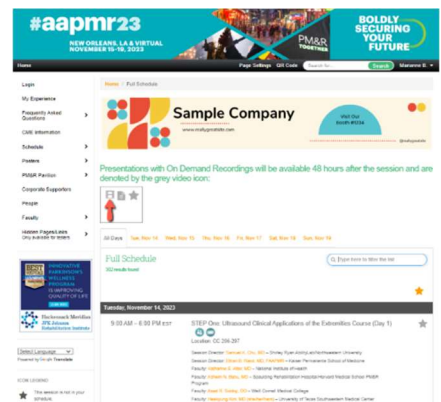
Artwork should be 320 pixels wide x 1200 pixels high; JPEG or PNG graphic.

Full Schedule Page Advertisement - Exclusive

\$3,500 **SOLD**

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; JPEG or PNG graphic.



Advertising on Both Platforms (Website & Mobile App)

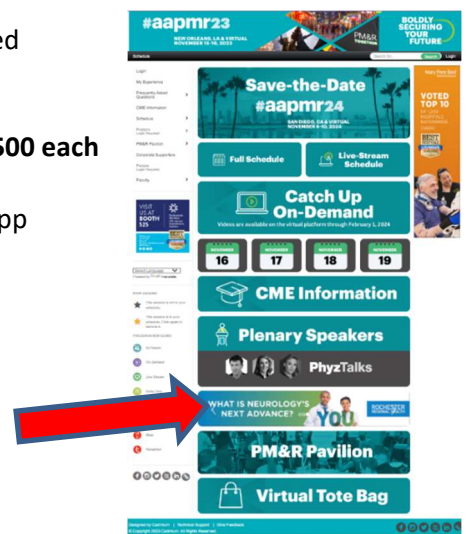
The Home Page is the highest traffic page of the website and was viewed 53,129 times in 2023.

Home Page Rotating Tile Advertisement -- 1 available (3 sold) @ \$2,500 each

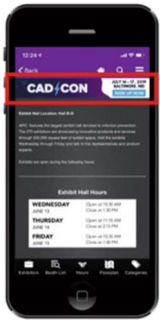
Your advertisement will rotate on the home page website and mobile app platforms, visible to all in-person and virtual attendees.

We will need the same JPEG or PNG graphic in the following sizes:

- 1200 pixels wide x 200 pixels high (for the website)
- 2,000 pixels wide x 400 pixels 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 (all JPEG or PNG graphics):

- Website - 1,280 pixels wide X 200 pixels tall
- App - various sizes needed to accommodate phone and tablets (1,080 pixels wide x 152 pixels high; 1,920 wide x 225 high; 2,048 wide x 180 high; 1,920 wide x 152 high)

Branding

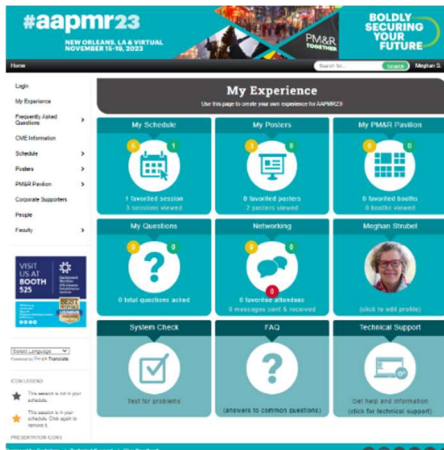
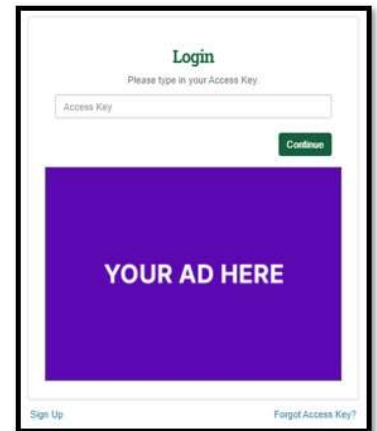
Website & Mobile App Login Advertisement - *Exclusive*

\$7,500

Every attendee must log in to the platform to see live-streamed and recorded sessions, and to claim CME. The platform will remain live until February 2025. Last year there were 2,493 user accounts with 9,694 total logins.

Artwork, linkable to your URL, should be 600 pixels tall x 400 pixels wide; JPEG or PNG graphic.

Available when the event app launches mid-October 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**.

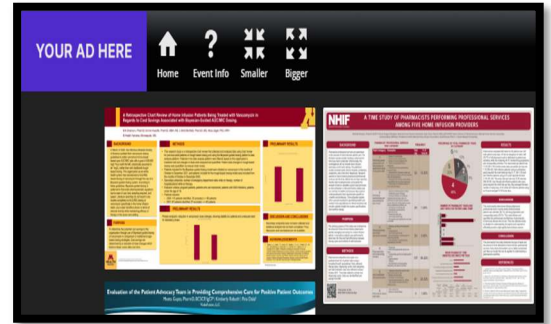
Artwork, linkable to your URL, should be 1,280 pixels wide x 200 pixels tall; JPEG or PNG graphic.

Available when the event app launches mid-October 2024

e-Poster Gallery - Exclusive \$3,500

Showcase your company while supporting the abstract posters and the valuable education they provide.

The 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; JPEG or PNG graphic.

Available when the event app launches mid-October 2024

Artwork spec recap:

- *All files should be JPEG or PNG format; no Java Script accepted*
- *No limitations on color, i.e. RGB resolution*
- *There is no maximum file size*