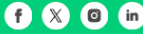


E-NEWSLETTERS

CONNECTION NEWSLETTER

View this email in your browser.



aapm&r

connection

Academy News

In-Training and Resident Members: Five Days Left to Renew Your Membership

When you renew your Academy membership, you receive access to valuable opportunities and benefits, including connecting you online with 9,000+ physiatrists, clinical and practice management education, career tools and advice, and much more. Stay active within your PM&R community by [renewing your membership online](#) by September 30 or by calling (847) 737-6000.



(Advertisement)

2024 Updates for Split/Shared Billing with Non-Physician Practitioners

Earlier this year, CMS issued clarifications for payment policies for split/shared visits, aligning with recommendations from medical specialties including AAPM&R. Moving forward, the physician may serve as the billing provider when meeting one of two criteria for performance of the "substantive portion" of such encounters. Lauren Shapiro, MD, MPH, FAAPMR, AAPM&R Reimbursement and Policy Review Committee Member, breaks down this decision and how it will affect physiatrists going forward in the [latest issue](#) of *The Physiatrist*.

Innovative Stroke Rehabilitation Helps Patient Rebuild His Life

Still grieving the loss of his wife, a 63-year-old male, unable to talk or move after experiencing a stroke, joined the Cardiac Rehabilitation of Stroke Survivors (CROSS) outpatient program and "turned his life around." [Read more.](#)



(Advertisement)

Did You Know?

We now have 50 Member Communities and are hosting 25 Member Meet-Ups in San Diego at the Annual Assembly. [Learn more](#) about how to join your community for this unique opportunity to come together in-person. Check out our [listing of current Member Communities](#) and join today!



785 MAMARONECK AVENUE • WHITE PLAINS, NY • 10605 • 888-99-BURKE

(Advertisement)

Connection e-Weekly

53% AVERAGE OPEN RATE

8,500+ AVERAGE DISTRIBUTION

E-NEWSLETTER DIGITAL ADVERTISING

All newsletters have three banner (top, middle and bottom positions) and business showcase opportunities. All digital advertising links to your URL. See below for pricing.

Connection

- ✓ Distributed weekly to 8,500-9,000 members
- ✓ 55% average open rate
- ✓ Banner advertising, per quarter:
 - ✓ Top = \$5,000
 - ✓ Middle = \$4,000
 - ✓ Bottom = \$2,500
 - ✓ Business showcase = \$2,000 for two issues

Educational Roundup

- ✓ Distributed monthly to 8,500-9,000 members
- ✓ 47.2% average open rate
- ✓ Banner advertising, per year:
 - ✓ Top = \$5,000
 - ✓ Middle = \$4,000
 - ✓ Bottom = \$2,500
 - ✓ Business showcase = \$2,000 for two issues

Physiatrists In-Training

- ✓ Distributed quarterly to 1,600+ resident members
- ✓ 56% average open rate
- ✓ Banner advertising, per year:
 - ✓ Top = \$5,000
 - ✓ Middle = \$4,000
 - ✓ Bottom = \$2,500
 - ✓ Business showcase = \$2,000 for two issues

Annual Assembly Informational Messaging

- ✓ Distributed seasonally to ~3,000 registered Annual Assembly attendees
- ✓ 65% average open rate
- ✓ Limited spots available – advertising must be ordered by August 15 to be fulfilled
- ✓ Banner advertising, per 4 issues:
 - ✓ Top = \$2,500/4 issues
 - ✓ Middle = \$2,000/4 issues
 - ✓ Bottom = \$1,125/4 issues
 - ✓ Business showcase = \$2,000 for two issues

Specs will be provided upon insertion order confirmation.

TOP BANNER

BUSINESS SHOWCASE

MIDDLE BANNER

ANNUAL ASSEMBLY WEBSITE

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 Exhibit Hall 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 2025-February 2026. See the [prospectus](#) for additional options and metrics.

Annual Assembly Website

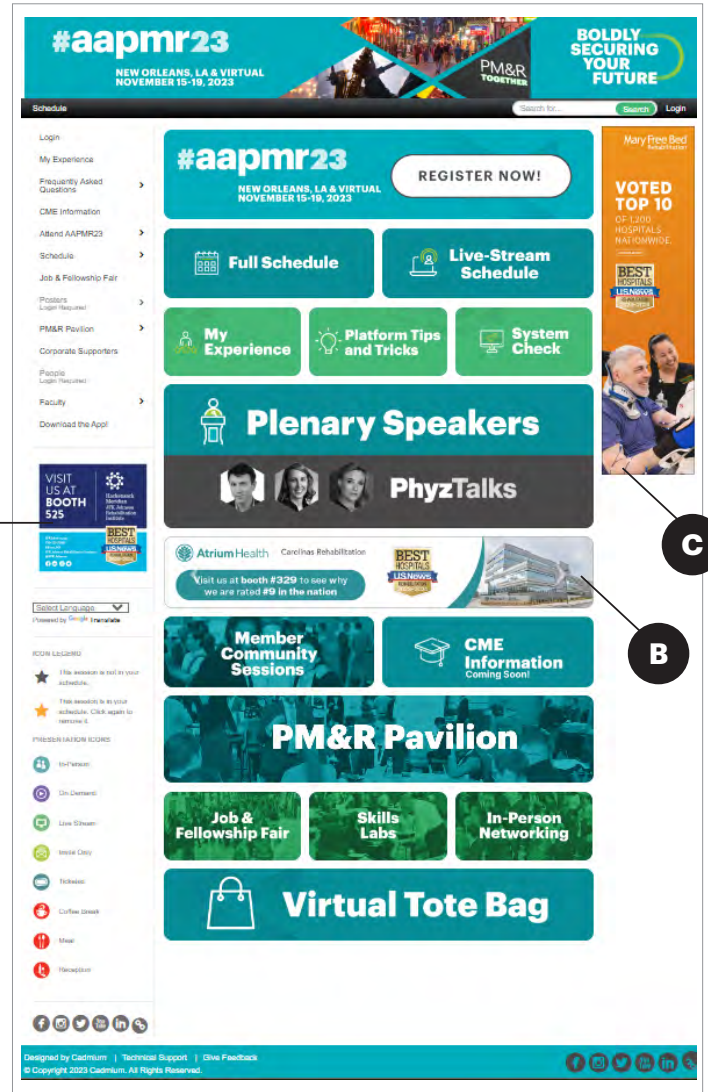
10,000+ HOME PAGE MONTHLY VIEWS IN 2023 AND 2024

20,603 TIME FULL SCHEDULE WAS CLICKED IN 2023

➔ **ADVERTISE BEGINNING IN JUNE 2025 FOR MAXIMUM EXPOSURE.**

Advertising opportunities on the Annual Assembly website homepage includes an advertisement that links 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)
The 2023 navigation ad had 106,514 views and 629 clicks.
- B** **Rotating tile ad** \$2,500
(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

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.

Select ad size below. Ad can be either black and white or four-color. (check one box).

\$2,575	\$1,185	\$875
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 careerservices@aapmr.org.

ISSUE SELECTION

February 2025	July 2025
March 2025	August 2025
April 2025	September 2025
May 2025	October/November 2025
June 2025	December 2025/January 2026

**AAPM&R ENCOURAGES YEARLY,
SEMI-ANNUAL OR QUARTERLY
ADVERTISING PACKAGES. INQUIRE TODAY!**

Annual Assembly Publications

A LA CARTE OPTIONS

(See pricing on page 7.)
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed in PDF format.)

PRELIMINARY PROGRAM **OFFICIAL PROGRAM**
(Please complete by 4/1/25) (Please complete by 8/1/25)

AD SIZE	AD SIZE
FULL PAGE	FULL PAGE
HALF PAGE	HALF PAGE
INSIDE FRONT COVER	INSIDE FRONT COVER
INSIDE BACK COVER	INSIDE BACK COVER
BACK COVER	BACK COVER
COVER TIP	COVER TIP

PACKAGE OPTIONS

Your ad will be included in both the Preliminary and Official Program.
(See pricing on page 7.) (Please complete by April 1, 2025)
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed in PDF format.)

AD SIZE
FULL PAGE
HALF PAGE
INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER
COVER TIP

Digital Advertising Opportunities

CONNECTION TRADITIONAL BANNER OPTIONS

Leaderboard Banner = \$5,000/Quarter
Middle Banner = \$4,000/Quarter
Bottom banner = \$2,500/Quarter
Business Showcase = \$2,000/Two issues

PHYSIATRISTS IN-TRAINING

Leaderboard Banner = \$5,000/Year
Middle Banner = \$4,000/Year
Bottom banner = \$2,500/Year
Business Showcase = \$2,000/Two issues

ANNUAL ASSEMBLY E-NEWSLETTER

\$2,500/Four issues

*Limited spots available. Place order by August to ensure placement.

Contact corporatesupport@aapmr.org for more information. All digital advertising will link to URL. Specs will be provided upon order.

Website Advertising

Contact Association Revenue Partners for AAPMR.org website advertising. See page 5 for pricing.



Phone: 855-790-0001 or email: info@associationrevenuepartners.com

PAYMENT INFORMATION:

To pay by check, please make check payable to:
AAPM&R and mailed to PO Box 95528, Chicago, IL 60694-5528.

To pay by credit card, please email corporatesupport@aapmr.org for an invoice link to pay online.

To pay electronically, please use the information below:
Bank: BMO Harris Bank NA
ABN Routing Number: 071000288
SWIFT Code: HATRUS 44
Account Name: American Academy of Physical Medicine and Rehabilitation
Address: 9700 W. Bryn Mawr Ave., Ste. 200, Rosemont, IL 60018
Account: 168-975-1
Branch Address: 111 W. Monroe, Chicago, IL 60603

Questions, please email corporatesupport@aapmr.org.

AAPM&R values your advertising business and will work with you to meet your media objectives. For detailed information how 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 unless otherwise stated. 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.

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 8,000 physiatrists.

To assist in your mailing plan, see the 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	\$2,675
NONPROFIT LIST RATES	\$2,075

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 ordered at the same time and used with the same calendar year.

Processing

The order form, plus a sample of the material you wish to distribute, must be mailed or emailed to corporatesupport@aapmr.org 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 10 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	

PAYMENT INFORMATION:

To pay by check, please make check payable to:
AAPM&R and mailed to PO Box 95528, Chicago, IL 60694-5528.
To pay by credit card, please email corporatesupport@aapmr.org for an invoice link to pay online.
To pay electronically, please use the information below:
Bank: BMO Harris Bank NA
ABN Routing Number: 071000288
SWIFT Code: HATRUS 44
Account Name: American Academy of Physical Medicine and Rehabilitation
Address: 9700 W. Bryn Mawr Ave., Ste. 200, Rosemont, IL 60018
Account: 168-975-1
Branch Address: 111 W. Monroe, Chicago, IL 60603