

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.

The Physiatrist Newsletter

**8,000 AVERAGE PRINT DISTRIBUTION**

Issue Dates

Closing Date

February	January 1, 2025
March	February 3, 2025
April	March 3, 2025
May	April 1, 2025
June	May 1, 2025
July	June 2, 2025
August	July 1, 2025
September	August 1, 2025
October/November	September 1, 2025
December/January 2025	November 1, 2025

The Physiatrist Print Advertising

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

- Full-Page Ad:** \$2,575 (color/b&w)
  - Display Ad Size A:** \$1,185 (color/b&w)
  - Display Ad Size B:** \$875 (color/b&w)
  - Classified Ad:** \$490 per 150 word insertion (b/w)  
*Employment ads only*
- Contact [careerservices@aapmr.org](mailto:careerservices@aapmr.org) for questions regarding classified ads.

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

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

For more information, contact Karl Franz at [kfranz@wiley.com](mailto:kfranz@wiley.com).



## PRELIMINARY AND OFFICIAL PROGRAM ADVERTISING OPTIONS

American Academy of Physical Medicine (AAPM&R) Annual Assembly and Exhibit Hall  
Salt Palace Convention Center, Salt Lake City, UT, October 22-25, 2025.

### Preliminary Program

**9,000+** AVERAGE PRINT DISTRIBUTION

### Official Program

**3,000+** AVERAGE PRINT DISTRIBUTION

SAVE MORE WHEN YOU ADVERTISE IN BOTH  
AAPM&R ANNUAL ASSEMBLY PUBLICATIONS.

**RESERVE YOUR SPACE TODAY!**

### NET RATES

#### Package Options (Best Value/Greatest Reach)

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

FULL PAGE	U.S. \$7,400
HALF PAGE	U.S. \$4,000
▶ INSIDE FRONT COVER	U.S. \$16,450
▶ INSIDE BACK COVER	U.S. \$16,450
▶ BACK COVER	U.S. \$24,875
▶ COVER TIP	U.S. \$26,665

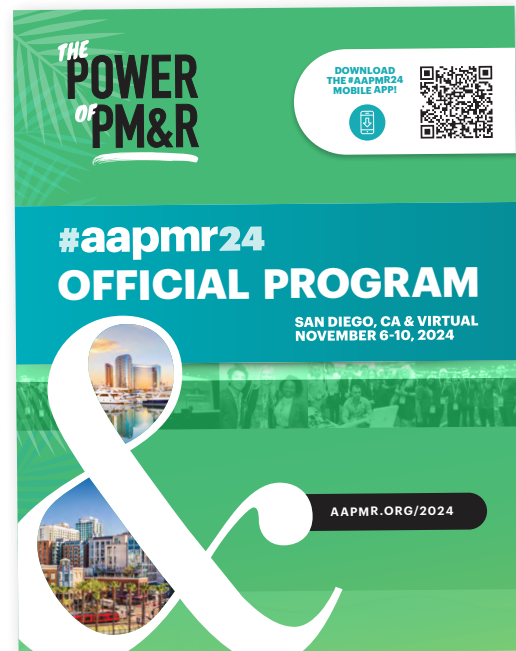
PREMIUM OPPORTUNITIES

#### A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,375	U.S. \$3,600
HALF PAGE	U.S. \$2,295	U.S. \$1,900
▶ INSIDE FRONT COVER	U.S. \$9,525	U.S. \$8,750
▶ INSIDE BACK COVER	U.S. \$9,525	U.S. \$8,750
▶ BACK COVER	U.S. \$13,400	U.S. \$12,300
▶ COVER TIP	U.S. \$15,425	U.S. \$14,200

PREMIUM OPPORTUNITIES



### CLOSING DEADLINES

- **2025 Preliminary Program**
  - Ad Orders Due: April 1
  - Ad Materials Due: April 15
- **2025 Official Program**
  - Ad Orders Due: August 1
  - Ad Materials Due: August 15

**AAPM&R values your advertising business and will work with you to meet your media objectives.**

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

# 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
<b>FULL-PAGE</b> 9" w x 12" h with 1/8" bleed	<b>DISPLAY AD SIZE A HALF-PAGE</b> 7.5" w x 4.75" h	<b>DISPLAY AD SIZE B QUARTER-PAGE</b> 3.67" w x 4.75" h

### CLASSIFIED (Employment Ads ONLY)

For job posting information, contact [careerservices@aapmr.org](mailto: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

(Please complete by 4/1/25)

### OFFICIAL PROGRAM

(Please complete by 8/1/25)

#### AD SIZE

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

#### AD SIZE

FULL PAGE  
HALF PAGE  
INSIDE FRONT COVER  
INSIDE BACK COVER  
BACK COVER  
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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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.

## Web and Digital Specifications

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

## Classified Advertising—Employment ONLY

For job posting information, contact [aspire@medgeoadventures.com](mailto: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](mailto: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

AAPM&R has an anti-trust policy and can be accessed [here](#).

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](http://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 unless otherwise stated. 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).

## Email Insertion Order(s) To:

**corporatesupport@aapmr.org**

### 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**.