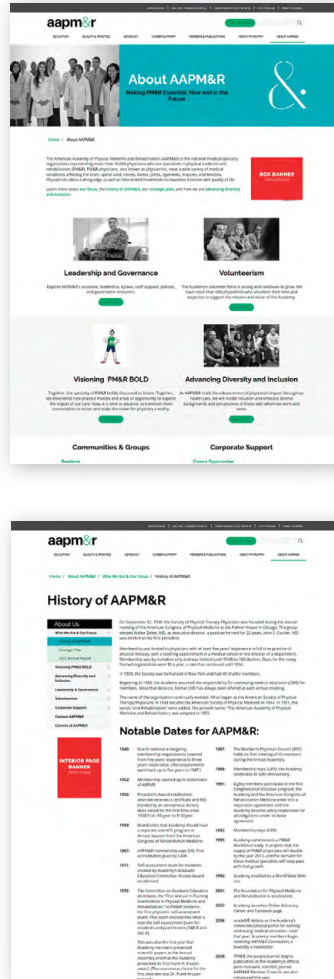


WEBSITE BANNER ADS

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.



AAPM&R Website (aapm.org | January-September 2024)

50,000 USERS PER MONTH

390,000 PAGE VIEWS PER MONTH

3.5 MIN AVERAGE TIME SPENT ON SITE



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?

Association Revenue Partners graphic services are included.

**All banner positions are sold on a first-come, first-served basis.*

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

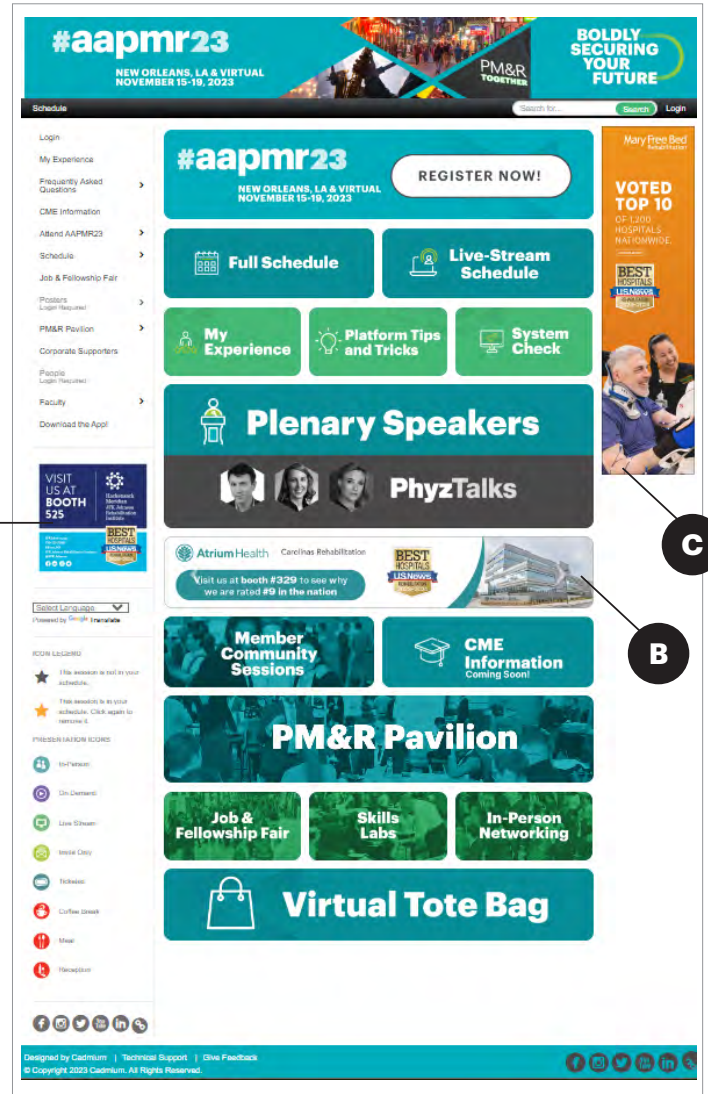
10,000+ HOME PAGE MONTHLY VIEWS IN 2023 AND 2024

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

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

9,000+ 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

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

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 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**.