

Preliminary and Official Program Advertising Options



American Academy of Physical Medicine and Rehabilitation

American Academy of Physical Medicine (AAPM&R) Annual Assembly and PM&R Pavilion
Omni Hotel/Music City Center, Nashville, TN, November 11-14, 2021.

Preliminary Program Distribution
10,000+

Official Program Distribution
3,000+

Save more when you advertise in both AAPM&R Annual Assembly publications.
Make the most of your advertising dollar by taking advantage of this special offer.

RESERVE YOUR SPACE TODAY!

SAVE 10% When advertising in both programs

NET RATES

A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,550	U.S. \$3,550
INSIDE FRONT COVER	U.S. \$10,000	U.S. \$10,000
INSIDE BACK COVER	U.S. \$10,000	U.S. \$10,000
BACK COVER	U.S. \$14,000	U.S. \$14,000
COVER TIP	U.S. \$16,000	U.S. \$16,000

Package Options

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

FULL PAGE	U.S. \$7,500
INSIDE FRONT COVER	U.S. \$18,000
INSIDE BACK COVER	U.S. \$18,000
BACK COVER	U.S. \$26,000
COVER TIP	U.S. \$30,000

*To qualify for discounted exhibitor rates, organizations must have a signed exhibitor contract on file with AAPM&R.

Not an Exhibitor? You still can advertise. Talk to us about special rates.

CLOSING DEADLINES

• 2021 Preliminary Program

- Ad Orders Due: April 12
- Ad Materials Due: April 26

• 2021 Official Program

- Ad Orders Due: August 9
- Ad Materials Due: August 16

Please complete form on page 10.

FAX/MAIL FORM TO:

Mail application and payment to:
AAPM&R Annual Assembly Advertising
P.O. Box 95528
Chicago, IL 60694-5528
Fax: (847) 563-4191

AAPM&R CORPORATE SUPPORT

Phone: (847) 737-6000
Email: corporatesupport@aapmr.org

AAPM&R values your advertising business and will work with you to meet your media objectives. For detailed information on how the AAPM&R can fit into your marketing plans or for more information on Annual Assembly advertising, contact AAPM&R.

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

No cancellations accepted or refunds issued after closing dates.

NOTE: If your advertisement mentions giveaways, the Academy policy only permits exhibitor giveaways that are educational and modest in value. (Nonprofit exhibitors are excluded from this policy.)

No cancellations accepted or refunds issued after closing date(s).

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 _____

Digital Advertising Opportunities

WEBSITE BANNER ADS:

(Bundle descriptions on page 3)

- Bundle 1: \$1,900 Bundle 3: \$3,700
 Bundle 2: \$2,650 Bundle 4: \$7,950

Preferred Start Date _____
(Note: This process takes a minimum of 5 business days)

- Annual Assembly Site ads: \$3,300

Preferred Start Date _____
(Note: This process takes a minimum of 5 business days)

- Connection—Standard ad: \$1,995/issue
 Connection Sponsored Content ad: \$2,500/issue

- Resident e-newsletter: \$3,000/issue
 Annual Assembly e-newsletter: \$2,650/issue

Specify which Issue _____
URL address if you want the ad linked to the company's website: _____

RETARGETED DIGITAL ADVERTISING




All campaigns are based on impressions, so the duration of the campaigns may vary.

- 15,000 impressions: \$5,000
 25,000 impressions: \$7,500
 50,000 impressions (recommended for Annual Assembly campaigns): \$15,000

Print Advertising

- FULL-PAGE (9" w x 12" h, add 1/8" bleed)
 \$2,700 Color/B&W

- DISPLAY (designed ads only,* see below for pricing)
*As the advertiser, you are responsible for designing your display ad and sending it to AAPM&R.

DISPLAY AD SIZE A	DISPLAY AD SIZE B	DISPLAY AD SIZE C
8" w x 4 1/8" h	3 7/8" w x 4 1/8" h	3 7/8" w x 2 1/8" h
<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$915	<input type="checkbox"/> \$835
		

Checkmark ad size above, in either black and white or four-color (check one box).

- CLASSIFIED (Employment Ads ONLY)
\$500 per 100 word insertion (\$2 for each additional word)

ISSUE SELECTION

- February 2021 July 2021
 March 2021 August 2021
 April 2021 September 2021
 May 2021 October/November 2021
 June 2021 December 2021/January 2022

Annual Assembly Publications

A LA CARTE OPTIONS

(See pricing on page 9.)
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed.)

- PRELIMINARY PROGRAM** (Please complete by 4/19/21) **OFFICIAL PROGRAM** (Please complete by 8/17/21)

AD SIZE

- | | |
|---|---|
| <input type="checkbox"/> FULL PAGE | <input type="checkbox"/> FULL PAGE |
| <input type="checkbox"/> INSIDE FRONT COVER | <input type="checkbox"/> INSIDE FRONT COVER |
| <input type="checkbox"/> INSIDE BACK COVER | <input type="checkbox"/> INSIDE BACK COVER |
| <input type="checkbox"/> BACK COVER | <input type="checkbox"/> BACK COVER |
| <input type="checkbox"/> COVER TIP | <input type="checkbox"/> COVER TIP |

PACKAGE OPTIONS

Your ad will be included in both the Preliminary and Official Program.
(See pricing on page 9.) (Please complete by 4/19/21)
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed.)

AD SIZE

- FULL PAGE
 INSIDE FRONT COVER
 INSIDE BACK COVER
 BACK COVER
 COVER TIP

TOTAL \$ _____

METHOD OF PAYMENT (MUST BE RECEIVED IN ADVANCE)

Total payment in U.S. funds is due with this form.

- Enclosed is check # _____ made payable to AAPM&R.
 Charge to the following: AMEX MASTERCARD VISA DISCOVER

Card No. _____

Expiration Date /

By signing below, I accept the charges I have indicated on this form and agree to the advertising policies and principles outlined.

CARDHOLDER'S NAME (Please print name as it appears on card) _____

SIGNATURE (Required for credit card payment and processing) _____ DATE _____

MAIL or FAX APPLICATION AND PAYMENT TO:

AAPM&R Advertising OR Secure Fax: (847) 563-4191
P.O. Box 95528
Chicago, IL 60694-5528

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