



Podcast Sponsorship Packages

AAPM&R is thrilled to have introduced our new podcast series, Advancing PM&R. Co-hosts Drs. Michelle Gittler and Prakash Jayabalan, visit monthly with physiatrists to talk about what is happening in healthcare, the effects on the field of PM&R and how the specialty is innovating and adapting to the changes. Multiple sponsorships per episode available.

This series explores a wide range of themes and issues that are of interest and importance to our specialty, such as: the future of PM&R with new practice models, innovations critical to realizing PM&R BOLD, real-life challenges PM&R physicians are facing and more.

Our engaging hosts include **Michelle Gittler, MD, FAAPMR**, Medical Director at Schwab Rehabilitation Hospital and **Prakash Jayabalan, MD, PhD, FAAPMR**, the physician scientist director of the Nancy W. Knowles Strength and Endurance Lab at the Shirley Ryan AbilityLab.

Launched in November 2023, podcase downloads and listens continue to grow! Check out details on aapmr.org.

Sponsorships and introductory pricing:

- \$10,000 --ten episodes hosted by Drs. Gittler and Jayabalan
- \$5,000 -- five episodes hosted by Drs. Gittler and Jayabalan
- \$3,000 -- three Annual Assembly podcasts hosted by the AAPM&R Program Planning Committee

Benefits for each sponsorship includes:

- Audio ad* (provided by sponsor), up to 10 seconds, if desired
- Click-through logo on email when episodes are released
- Sponsor acknowledgement with tagging on social media posts when episodes are released and promoted
- Acknowledgement by AAPM&R during each episode
- Sponsor logo and acknowledgement in the podcast description on the podcast library page
- Sponsor logo and acknowledgment in The Physiatrist newsletter promoting the podcast
- Link to your organization's podcast in show notes, if desired

*AAPM&R must approve copy in advance.

For information and to secure your sponsorship, contact Meghan Strubel:
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