

E-NEWSLETTERS

CONNECTION NEWSLETTER

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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

55% AVERAGE OPEN RATE

8,000-9,000 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

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).

<input type="checkbox"/> \$2,575 FULL-PAGE 9" w x 12" h with 1/8" bleed	<input type="checkbox"/> \$1,185 DISPLAY AD SIZE A HALF-PAGE 7.5" w x 4.75" h	<input type="checkbox"/> \$875 DISPLAY AD SIZE B QUARTER-PAGE 3.67" w x 4.75" h
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CLASSIFIED (Employment Ads ONLY)

For job posting information, contact careerservices@aapmr.org.

ISSUE SELECTION

- | | |
|--|---|
| <input type="checkbox"/> February 2025 | <input type="checkbox"/> July 2025 |
| <input type="checkbox"/> March 2025 | <input type="checkbox"/> August 2025 |
| <input type="checkbox"/> April 2025 | <input type="checkbox"/> September 2025 |
| <input type="checkbox"/> May 2025 | <input type="checkbox"/> October/November 2025 |
| <input type="checkbox"/> June 2025 | <input type="checkbox"/> 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

- | | |
|---|---|
| <input type="checkbox"/> FULL PAGE | <input type="checkbox"/> FULL PAGE |
| <input type="checkbox"/> HALF PAGE | <input type="checkbox"/> HALF 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 April 1, 2025)
(All full pages ads are 8 1/2" w x 11" h + 1/8" bleed in PDF format.)

AD SIZE

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