

E-Newsletters

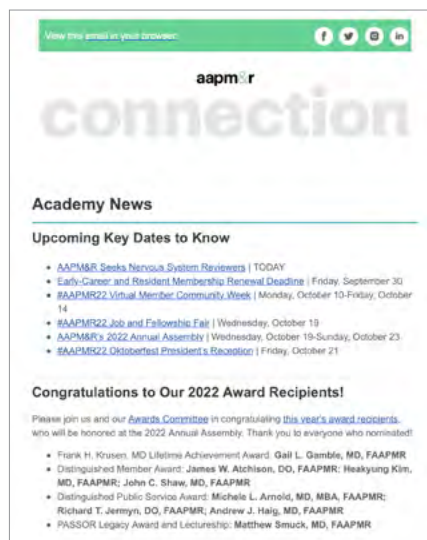
AAPM&R Connection E-Newsletter

Connection is a **weekly** members-only e-newsletter with timely Academy updates. Content includes updates on events, Academy and specialty news, AAPM&R product advertisements, news on policy and legislation related to PM&R, and more.

- Average distribution: 8,000-9,000

- Average open rate: 43%

- Frequency: Weekly



E-Newsletter Ad Sizes

(600 x 100 pixels)

(JPEG or PNG file type only.)

Ad in AAPM&R Connection E-Newsletter

Pricing: \$2,075/issue

All ads and sponsored content are subject to approval by AAPM&R. For ad specifications, please see page 10.

Sponsored Content in Connection E-Newsletter

AAPM&R is now offering the opportunity to promote your organization's latest achievements and innovations. Help AAPM&R educate our membership to the latest discoveries, accomplishments and milestones of Academy supporters.



Sponsored Content in AAPM&R Connection E-Newsletter

Option 1: Title, picture and 35 words of text

Option 2: Title and 45 words of text

Pricing: \$2,600

Note: Fee includes 30-days of hosting content on aapmr.org.

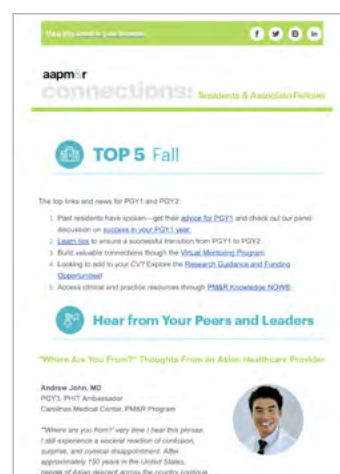
The AAPM&R Physiatrists In-Training E-Newsletter

Developed by residents for residents, the role of the AAPM&R Physiatrists In-Training E-Newsletter is to provide information that helps the Academy's residents develop informed opinions on subjects that will affect their professional and, in some instances, their personal lives.

- Frequency: Four times a year

- Average distribution: 1,300

- Average open rate: 49%



Ad in AAPM&R Physiatrists In-Training E-Newsletter

Pricing: \$3,120/issue

E-Newsletters

Annual Assembly Info E-Newsletters

(Limited Spots Available)

AAPM&R Annual Assembly is the largest annual gathering of PM&R physicians. The e-newsletter highlights speakers and events that take place during the Annual Assembly. The e-newsletter contains the most up-to-date on the Annual Assembly with more than 95 educational sessions and more than 175 exhibiting companies.

- Average Distribution: 2,400
- Average Open Rate: 57%
- Number of issues: 10+

Annual Assembly Info E-Newsletters

Pricing: \$2,750/issue



Looking to Reach Your Target Audience?

Let AAPM&R Help You.

Contact us today for more information on custom solutions.
Phone: (847) 737-6038 or email: corporatesupport@aapmr.org

Space is limited in AAPM&R E-newsletters.

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: \$1,975 ☐ Bundle 3: \$3,850
☐ Bundle 2: \$2,750 ☐ Bundle 4: \$8,500

Preferred Start Date _____

(Note: This process takes a minimum of 5 business days)

- ☐ Annual Assembly Site ads: \$4,200

Preferred Start Date _____

(Note: This process takes a minimum of 5 business days)

- ☐ Connection—Standard ad: \$2,075/issue
☐ Connection Sponsored Content ad: \$2,600/issue

- ☐ Resident e-newsletter: \$3,120/issue

- ☐ Annual Assembly e-newsletter: \$2,750/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)

- ☐ \$2,800 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"/> \$1,275	<input type="checkbox"/> \$950	<input type="checkbox"/> \$870
		

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 2023 ☐ July 2023
☐ March 2023 ☐ August 2023
☐ April 2023 ☐ September 2023
☐ May 2023 ☐ October/November 2023
☐ June 2023 ☐ December 2023/January 2024

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 4/3/23)

OFFICIAL PROGRAM

(Please complete by 8/1/23)

AD SIZE

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

AD SIZE

- ☐ FULL 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 9.) (Please complete by 4/3/23)

(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.

Advertising Specifications/ Term and Conditions



American Academy of
Physical Medicine and Rehabilitation

Web Specifications

- Please send a copy of this form and your advertisement to corporatesupport@aapmr.org for approval
- AAPM&R will place your ad based on your target audience and space availability.
- Advertising space is limited, and multiple ads can appear on a page at the same time.
- All ads must be submitted no later than five days prior to launch date.
- AAPM&R will provide the advertiser with page view statistics.

Digital Specifications

- Rotating images on interior pages need to be done in animated GIF or HTML5 format.
- Static image only for Annual Assembly home page ads
- Static image only for e-newsletter (*AAPM&R Connection*)
- File formats accepted: PNG, GIF, JPG
- Resolution: 72 pixels per inch
- Advertisements can be linked to the company's website.

Classified Advertising—Employment ONLY

Graphics, logos, and borders are not permitted. Box numbers are not offered.

Orders must be submitted in writing, and payment must be made in advance.

Email ad text to careerservices@aapmr.org. Insertion in the desired issue is contingent upon receipt of payment.

Classified advertisements over 100 words will be charged an additional \$2 for each extra word. The following should be counted as one word:

- All single words
- Hyphenated words
- Two initials of a name
- URL address
- Single or group of numbers
- Abbreviations

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

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. 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.
3. AAPM&R shall not act as a broker for any product or service provided directly by the purchaser (or their clients).
4. 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.
5. Ad design cannot replicate existing design on www.aapmr.org that makes it appear to be part of the non-advertisement content.
6. Cancellations must be received in writing seven 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.
7. AAPM&R reserves the right to determine advertisement placement. AAPM&R will discuss with advertiser prior to placement.
8. 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).
9. In addition, AAPM&R specifically prohibits advertisements from including:
 - Specific employment details such as salary and compensation information.
 - 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
10. 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



American Academy of
Physical Medicine and Rehabilitation

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/Fax/Mail Insertion Order(s) To:

AAPM&R Advertising

PO Box 95528

Chicago, IL 60694-5528

Phone: (847) 737-6000

Fax: (847) 563-4191

corporatesupport@aapmr.org

www.aapmr.org