

# 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  
Ernest N. Morial Convention Center, New Orleans, LA, November 15-19, 2023

**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!**

## NET RATES

### Package Options

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

FULL PAGE	U.S. \$8,000
INSIDE FRONT COVER	U.S. \$19,750
INSIDE BACK COVER	U.S. \$19,750
BACK COVER	U.S. \$27,650
COVER TIP	U.S. \$31,500

### A La Carte Options

(choose which publication to include your ad)

	PRELIMINARY PROGRAM*	OFFICIAL PROGRAM*
FULL PAGE	U.S. \$4,700	U.S. \$3,700
INSIDE FRONT COVER	U.S. \$10,400	U.S. \$10,400
INSIDE BACK COVER	U.S. \$10,400	U.S. \$10,400
BACK COVER	U.S. \$14,550	U.S. \$14,550
COVER TIP	U.S. \$16,650	U.S. \$16,650

\*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

### • 2023 Preliminary Program

- Ad Orders Due: April 3
- Ad Materials Due: April 17

### • 2023 Official Program

- Ad Orders Due: August 1
- Ad Materials Due: August 14

**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: \$1,975     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

- |   |   |
|---|---|
| <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 <b>SOLD</b> | <input type="checkbox"/> BACK COVER <b>SOLD</b> |
| <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 4/3/23)  
 (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 **SOLD**  
 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     VI SA     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.