

Print Publication

The Physiatrist Newsletter

The Physiatrist is the official membership publication of AAPM&R. Published 10 times each year, this print newsletter updates readers on Academy activities and programs, legislative actions, practice and socioeconomic issues, educational courses, specialty developments, and employment opportunities.

- Average print distribution: 8,000

Issue Dates

Closing Date

February	January 2
March	February 1
April	March 1
May	April 3
June	May 1
July	June 1
August	July 3
September	August 1
October/November	September 1
December/January 2024	November 1

The Physiatrist Print Advertising

FULL-PAGE (9" w x 12"h, add 1/8" bleed)

\$2,800 Color/B&W

**DISPLAY AD
SIZE A**
8" w x 4 1/8" h

**DISPLAY AD
SIZE B**
3 7/8" w x 4 1/8" h

**DISPLAY AD
SIZE C**
3 7/8" w x 2 1/8" h

The Physiatrist Print Advertising

Display Ad Size A: \$1,275

Display Ad Size B: \$950

Display Ad Size C: \$870

Classified Ad: \$520 per 100 word insertion

(Employment Ads Only) (\$2 for each additional word)

PM&R, The Journal of injury, function, and rehabilitation

PM&R is the official scientific journal of AAPM&R.

For more information, contact Stephen Jezzard at sjezzard@wiley.com.



Opportunities

Job and Fellowship Board



The AAPM&R Job and Fellowship Board is the premier electronic recruitment and leading job search resource **for physiatrists only!** Set up an account in minutes and post your open position immediately. Browse the resume database and search for your ideal candidates.

Visit the Job and Fellowship Board at:
jobboard.aapmr.org/employers

Looking for print and online options?
Purchase your ad through the Job Board for discounted pricing!

The Physiatrist newsletter (see page 7)

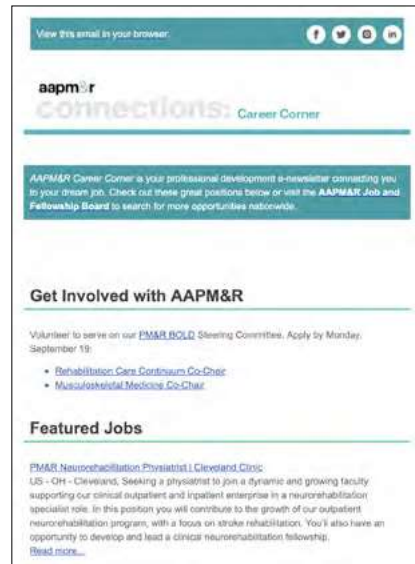
- Display advertisements
- Classified advertisements



Career Corner E-Newsletter

Add more value to your online post by also including it in the Career Corner employment-only e-newsletter. Distributed monthly to more than 8,000 PM&R physicians, **this opportunity is available through the Job and Fellowship Board only.** Log on today at jobboard.aapmr.org/employees.

- Average Distribution: 6,400-7,900
- Average Open Rate: 50%
- Frequency: Monthly



Career Corner E-Newsletter

Pricing: \$250/issue

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

- ☐ 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.