### **Print Advertising**



### **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.

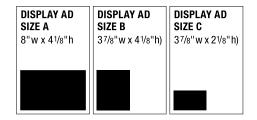
· Average print distribution: 8,000



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



### 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.



### **Employment-Specific**



American Academy of Physical Medicine and Rehabilitation

## **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: 6,400-7,900Average 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

<sup>\*</sup>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**

SIGNATURE (Required for credit card payment and processing)



American Academy of Physical Medicine and Rehabilitation

FULL-PAGE (9" x 12"h, add 1/s" bleed)   S2,800 Color/82W   S2,800 Co							
MALIER ADDRESSION LARGE PRODUCTIONS  PROPER FAX  PROPE	CONTACT NAME		CONTA	CT NAME			
Print Advertising Opportunities   Prin	COMPANY NAME		COMP	ANY NAME			
PRINTE TAX PRINTE COVER TIP    Print Advertising   Print Advertising   Print Advertising	MAILING ADDRESS/BILLING ADDRESS	P.O. BOX NUMBER (IF AP	PLICABLE MAILIN	MAILING ADDRESS/BILLING ADDRESS P.O. BOX NUMBER (IF APPLICABLE)			
### Digital Advertising Opportunities   Print Advertising Opportunities	CITY, STATE OR PROVINCE, ZIP OR POSTAL CODE		CITY, S	TATE OR PROVINCE/ZIP OR PO	STAL CODE		
WESISTE BANKER ADS  WESISTE BANKER ADS  Bundle 3: \$3.850  Bundle 1: \$1,975  Bundle 3: \$3.850  Bundle 2: \$2.750  Bundle 4: \$8,500  Perferred Start Date  Note: This process takes a minimum of 5 business days)  Annual Assembly Site ads: \$4,200  Perferred Start Date  Note: This process takes a minimum of 5 business days)  Connection Sponsored Content ac: \$2,600/ssue  Resident e-newsletter: \$3,120/ssue  Annual Assembly Site ads: \$4,200  Perferred Start Date  Note: This process takes a minimum of 5 business days)  Connection Sponsored Content ac: \$2,600/ssue  Resident e-newsletter: \$3,120/ssue  Annual Assembly Perfected Start Date  With Sponsored Content ac: \$2,500/ssue  Resident e-newsletter: \$3,120/ssue  Annual Assembly Perfected Start Date  Start Date  Note: This process takes a minimum of 5 business days)  Connection Sponsored Content ac: \$2,600/ssue  Resident e-newsletter: \$3,120/ssue  Annual Assembly Perfected Start Date  Note: This process takes a minimum of 5 business days)  Connection Sponsored Content ac: \$2,500/ssue  Resident e-newsletter: \$3,120/ssue  Annual Assembly Site ads: \$4,200  PERLIAMBARY PROGRAM (Please complete by 43/23)  Size B  31/6* W x 4 Viv.** In Size B  Size B  31/6* W x 4 Viv.** In Size B  Size B  Size C  Size A  Size A  Size A  Size A  Size A  Size B  Size C  Size B  Size C  Size B  Size C  Size A  Size C  Size P  Size C  Size B  Size C  Size P  Size C	PHONE FAX		PHONE	:	FAX		
FULL-PAGE (9" x 12"h, add 1/s" bleed)   S2,800 Color/82W   S2,800 Co	EMAIL		EMAIL				
Bandle descriptions on page 3	<u> </u>		•	"bleed)	Annual Assembly Publications		
Bundle 2: \$2.750   Bundle 4: \$8,500   Preferred Start Date   Call Market Date Start Date Start Date   Call Market Date Start Date   Call Market Date Start Date   Call Market Date Start Date Start Date   Call Market Date Start Date Start Date Start Date   Call Market Date Start Date Start Date Start Date Start Date   Call Market Date Start Date S					A LA CARTE OPTIONS		
Preferred Start Date (Mobi: This process takes a minimum of 5 business days)    Annual Assembly Site ads: \$4,200     Preferred Start Date (Mobi: This process takes a minimum of 5 business days)   Annual Assembly Site ads: \$4,200     Preferred Start Date (Mobi: This process takes a minimum of 5 business days)   Connection—Standard ad: \$2,075/issue   Connection—Standard ad: \$2,075/issue   Connection Sponsored Content ad: \$2,075/issue   Connection Sponsored Content ad: \$2,000/issue   Annual Assembly e-newsletter: \$2,750/issue   Connection Sponsored Content ad: \$2,600/issue   Resident e-newsletter: \$2,750/issue   Connection Sponsored Content ad: \$2,600/issue   Connection Sponsored Content ad: \$2,6		— □ NISPI AV (des	inned ads only* see	helow for pricing)			
Annual Assembly Site ads: \$4,200   DISPLAY AD SIZE A   SIZE B   37/6" w x 21/6"h   SIZE B   SIZE C G 37/6" w x 21/6"h   SIZE B   SIZE C G 37/6" w x 21/6"h   SIZE C G 37/6" w x 21/6"h   SIZE B   SIZE C G 37/6" w x 21/6"h   SI	Preferred Start Date	*As the advert	*As the advertiser, you are respons		PRELIMINARY PROGRAM	OFFICIAL PROGRAM	
Preferred Start Date (Note: This process takes a minimum of 5 business days)   S1,275   S950   S870					<u> </u>	(Please complete by 8/1/2)	
(Note: This process takes a minimum of 5 business days)   Connection—Standard ad: \$2,075/(ssue   Cover Tip   Cover							
Connection—Standard ad: \$2,075//ssue Connection—Standard ad: \$2,005//ssue Connection Sponsored Content ad: \$2,600//ssue Connection Sponsored Content ad: \$2,000//ssue Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one box).  Checkmark ad size above, in either black and white or four-color (check one) and program.  Check one box).  Checkmark ad size above, in either black and white or four-color (check one) and program.  Chec	·		[]			☐ INSIDE FRONT COVER	
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:    CLASSIFIED (Employment Ads ONLY)   CLASSIFIED (Employment Ads ONLY)   SSUE SELECTION     SSUE SELECTION     All campaigns are based on impressions; \$5,000     15,000 impressions: \$5,500     25,000 impressions: \$5,500     25,000 impressions: \$5,500     30,000 impressions: \$6,500     10,000 impressions: \$6,500     1	(Note: This process taxes a minimum of 5 business days)				☐ INSIDE BACK COVER	☐ INSIDE BACK COVER	
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:    CLASSIFIED (Employment Ads ONLY)	☐ Connection—Standard ad: \$2,075/issue				_	<del></del>	
Annual Assembly e-newsletter: \$2,750/issue Specify which Issue URL address if you want the ad linked to the company's website:    CLASSIFIED (Employment Ads ONLY)   S500 per 100 word insertion (\$2 for each additional word)   SSUE SELECTION   February 2023	☐ Connection Sponsored Content ad: \$2,600/issue				COVER TIP	☐ COVER TIP	
Annual Assembly e-newsletter: \$2,750/issue Specify which Issue URL address if you want the ad linked to the company's website:    CLASSIFIED (Employment Ads ONLY)	☐ Resident e-newsletter: \$3.120/issue		•				
Specify which Issue		(check one box).					
ISSUE SELECTION   February 2023   July 2023   FULL PAGE   FULL PAGE   FULL PAGE   INSIDE FRONT COVER   INSIDE FRON	OLACCIFIED (Foresterment		(Employment Ads 0	NLY)			
ISSUE SELECTION   February 2023   July 2023   AD SIZE   FULL PAGE   February 2023   August 2023   INSIDE FRONT COVER   INSIDE FRONT C		\$500 per 100 word insertion (\$2 for each additional word)		h additional word)			
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    TOTAL \$	company's website:	ISSUE SELECTIO	N		(All full pages aus ale 6 72 W	X II II + 1/8 biceu.)	
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: \$7,500     TOTAL \$		☐ February 202	3 🔲 July 2023				
the campaigns may vary.    15,000 impressions: \$5,000     25,000 impressions: \$7,500     50,000 impressions: \$7,500     50,000 impressions: \$7,500     50,000 impressions: \$7,500     TOTAL \$   BACK COVER     60,000 impressions: \$15,000     TOTAL \$   BACK COVER     COVER TIP     COVE	RETARGETED DIGITAL ADVERTISING   March		_ 0		_		
15,000 impressions: \$5,000   June 2023   December 2023/January 2024   BACK COVER   COVER TIP		l i					
□ 25,000 impressions: \$7,500 □ 50,000 impressions (recommended for Annual Assembly campaigns): \$15,000  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.		1		The Park Court			
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 □ MEX □ MASTERCARD □ VISA □ DISCOVER  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)  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.  CARCELLATION 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.	■ 50,000 impressions (recommended for	Julie 2023	Julie 2025 December 2025/January 2024		<u> </u>		
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   /				MAIL or EAV ADDI	ICATION AND DAVMENT TO.		
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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)  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.		o AAPM&R. Chicago, IL 60694		-5528			
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.  By signing below, I accept the charges I have indicated on this form and agree to the advertising policies and principles outlined.  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.			DISCOVER	AAPM&R values v	your advertising business and will	work with you	
Expiration Date							
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advertising policies and principles outlined.  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)  CARDHOLDER'S NAME (Please print name as it appears on card)							
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DATE