

PRINT & DIGITAL MEDIA KIT



Reach an influential community
of leaders in physical medicine
& rehabilitation (PM&R)

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ABOUT PHYSICAL MEDICINE AND REHABILITATION (PM&R)

Physiatrists specialize in PM&R and are uniquely focused on restoring mobility, functionality, and quality of life to patients who have been disabled as a result of a disease, condition, disorder, or injury.

They diagnose, conduct patient histories, and treat a wide range of cases—from brain and spine injuries, to pain and musculoskeletal problems, to stroke and neurological disorders.

Physiatrists direct a comprehensive rehabilitation team of professionals that may include physical therapists, occupational therapists, recreational therapists, rehabilitation nurses, psychologists, social workers, and more.

They perform electrodiagnostic studies and minimally invasive procedures such as IDET, Nucleoplasty, Radiofrequency, Ablation, and ultrasound guided injection ures. Physiatry combines these therapies with medically supervised exercise programs, medication, and orthotics.

ABOUT THE AAP

The Association of Academic Physiatrists (AAP) is an intimate and influential professional society of today's and tomorrow's leaders in academic physiatry. We have members in over 40 countries who are dedicated to mentorship, leadership and discovery. With a keen focus on research and education, the AAP's programs, events, communities and publications are creating the future of our specialty.

The AAP offers sponsorships and advertising opportunities through its many programs and activities throughout the year and strives to accommodate each supporters' individual interests.

Contact us to begin advertising today!

Dear Advertiser,

Thank you for considering AAP as your advising partner. We are thrilled to introduce you to our dynamic and diverse media ecosystem. In today's fragmented and proliferated media landscape, the challenge of capturing your target audience's attention in a cost-efficient manner continues to grow. If you're trying to build a reputation with physicians specializing in physical medicine and rehabilitation (PM&R or physiatry), advertising with the AAP is your solution.

The Association of Academic Physiatrists (AAP) is an influential and intimate community of today's and tomorrow's leaders in physiatry. Physicians, residents, fellows, medical students, program coordinators, researchers and other professionals from around the globe come to the AAP to advance their careers, departments, institutions and specialty. Whether you are aiming to reach a global audience or engage with a niche market, our range of advertising opportunities is designed to help you achieve your goals efficiently and effectively.

The AAP's strength is augmented by its expert brand content, from our week-long Annual Meeting and member magazine to our medical journal and job board. The AAP offers customizable opportunities for any style and budget.

Our most invaluable opportunity to reach an engaged audience is at the AAP's Annual Meeting. Position your company as an industry leader and reach worldwide physiatry and rehabilitation experts by participating as an advertiser, exhibitor and/or sponsor.

Thank you for your interest in partnering with the AAP to reach leaders and rising stars in physiatry. Secure your advertising opportunities today.

Sincerely,

Maggie Yankowski

Sponsorship Specialist

LET'S CHAT!

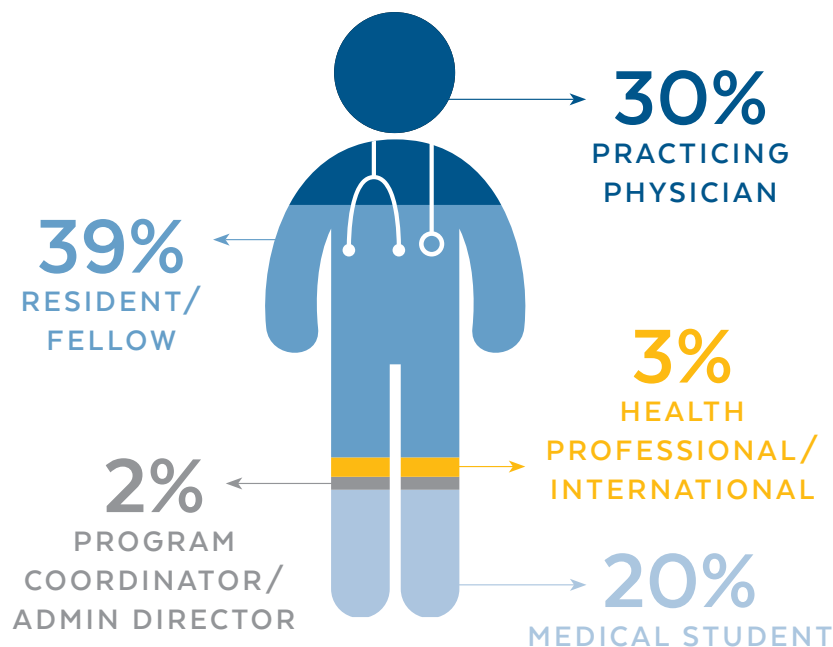
Maggie Yankowski
10461 Mill Run Circle, Suite 730
Owings Mills, MD 21117
myankowski@physiatry.org
410.654.1000



Who You Can Reach

The Association of Academic Physiologists (AAP) is dedicated to advancing academic physiology through mentorship, leadership and discovery. With a keen focus on research and education, the AAP's programs, events, communities and publications are creating the future of the specialty. Here's a look at our passionate and engaged members.

Membership Breakdown



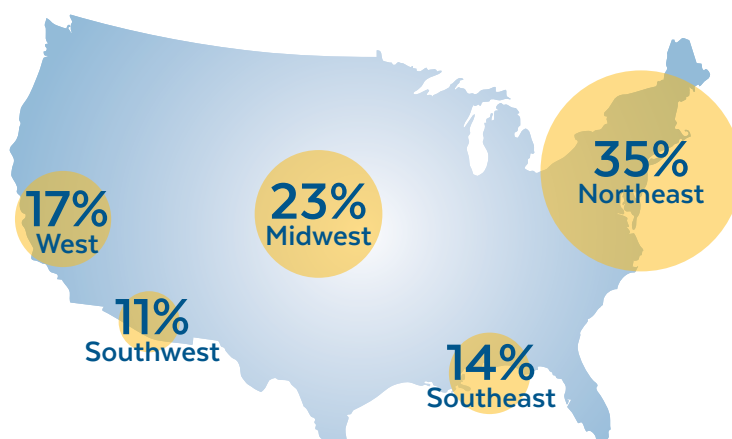
3,037
AAP Members



86%
Members with
Significant
Buying Power



Where Are Our Members?



251%
Increase in
Annual Meeting
Attendance
Since 2008



AAP Annual Meeting

The AAP Annual Meeting is the premier academic conference for physiatrists. Every year, we increase our total attendees by 200+ physiatrists, trainees and professionals from all over the globe—you won't want to miss the opportunity to reach this audience! Contact us to learn more about the unique sponsorship opportunities available.

Learn more at:
physiatry.org/SponsorExhibit



PROGRAM ADVERTISEMENTS

Publication	Type	Price
Preliminary Program	Full Page	\$3,000
Final Program	Sleeve	\$5,000/Exclusive
Final Program	Full Page	\$1,500



ON-SITE ADVERTISING OPPORTUNITIES

Type	Price
Registration Bag Insert	\$2,500
Electronic Signage	Varies
Meterboard Advertisement	\$2,500
Promotional Wall Clings	Contact for pricing
Poster Board Advertisement	Contact for pricing
Escalator Clings	Contact for pricing
Fellowship & Job Fair Table	Contact for pricing
Directional Floor Decals	Contact for pricing
Hotel Door Drop	Contact for pricing
App Push Notification	Contact for pricing



EXHIBIT & SPONSORSHIP OPPORTUNITIES

Exhibit - Securing exhibit booth space at the AAP Annual Meeting will put you in front of 1,800+ of today's and tomorrow's leading physiatrists. Exhibit space offered includes 10'x10' booths, 10'x20' booths, and 20'x20' islands.

Sponsor - We are here to work with you to develop a unique and integrated sponsorship designed to meet your strategic goals. Some of our most successful programs are a result of this type of collaboration. Sponsorship opportunities vary and can be discussed in further detail or by reviewing our Exhibitor & Sponsor Prospectus.

ADVERTISE WITH AAP



Contact: Maggie Yankowski



410-654-1226



myankowski@physiatry.org

Physiatry Forward

Physiatry Forward is the AAP's quarterly member magazine filled with the hottest topics in the specialty. It is made by and for our members, and features content for every career stage. It is a printed full color booklet that is mailed to our membership and shared with the general public digitally.

FULL PAGE ADVERTISEMENTS

Type	Price
Full Page (1x)	\$850
Full Page (2x)	\$1,550
Full Page (3x)	\$2,250
Full Page (4x)	\$2,600

SPECS:

The full page ad is 8.5"x11" (add 1/8" for full bleed)

SUBMISSION REQUIREMENTS:

Required format is PDF/X1-a: Adobe Acrobat 6.0 + up. Electronic Transfer: E-mail, FTP (request info). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (between 600 and 900 dpi for images containing pictures and text, 900-1200 dpi for black & white text). Four-color solids should not exceed SWOP density of 280%, maximum density of 300%.

HALF PAGE ADVERTISEMENTS

Type	Price
Half Page (1x)	\$600
Half Page (2x)	\$1,050
Half Page (3x)	\$1,500
Half Page (4x)	\$1,800

PRIORITY LOCATIONS:

Front Inside Cover: Additional \$300 | Back Cover: Additional \$500

SPECS:

The half page ad is 8.5"x5.5" (add 1/8" for full bleed)

SUBMISSION REQUIREMENTS:

Required format is PDF/X1-a: Adobe Acrobat 6.0 + up. Electronic Transfer: E-mail, FTP (request info). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (between 600 and 900 dpi for images containing pictures and text, 900-1200 dpi for black & white text). Four-color solids should not exceed SWOP density of 280%, maximum density of 300%.

JOB OPPORTUNITY ADVERTISEMENTS

Highlight your career openings with a 200-word job description and contact information in the latest edition of *Physiatry Forward*.

Cost: \$400

DEADLINES FOR COMMITMENT/ARTWORK

Winter Newsletter..... December 1

Spring Newsletter..... March 1

Summer Newsletter..... June 1

Fall Newsletter..... September 1



ADVERTISE WITH AAP



Contact: Maggie Yankowski



410-654-1226



myankowski@physiatry.org

Additional Opportunities

INNER CIRCLE-E-BRIEF

The AAP's digital newsletter is emailed to over 3,000 AAP members every Tuesday. AAP members and supporters rely on these newsletters for AAP updates, latest news, job openings and more.

Type	Dimensions	Price
Leaderboard	728x90	\$350/issue
Box Ad	300x250	\$350/issue
Sponsored Content	N/A	\$600/issue



JOB BOARD

MOST POPULAR

BASIC POSTING

30 DAY JOB POSTING

- Posted for 30 Days
- Additional upgrades available

MEMBER PRICE
\$149.00

NON-MEMBER PRICE
\$349.00

60 DAY BASIC POSTING

60 DAY JOB POSTING

- Posted for 60 Days
- Additional upgrades available

MEMBER PRICE
\$229.00

NON-MEMBER PRICE
\$529.00



[CLICK OR SCAN TO LEARN MORE](#)

For additional exposure, Banner Ads are also available at Member and Non-Member Prices.



ADVERTISE WITH AAP



Contact: Maggie Yankowski



410-654-1226



myankowski@physiatry.org

AJPM&R

The American Journal of Physical Medicine & Rehabilitation (AJPM&R) is the official journal of the Association of Academic Physiatrists. The journal enhances practice, research, and education in the field of physiatric medicine. AJPM&R reaches over 2,000 traditional subscribers and 5,300 eTOC subscribers monthly. The number of average monthly visits to the website is over 27,000. AJPMR's impact factor is 1.908, ranking it #25 out of 120 journals worldwide in the category of Rehabilitation.

ONLINE ADVERTISING

Website Banner Advertising

Type	Dimensions
Leaderboard	728x90
Medium Rectangle	300x250
Wide Skyscraper	160x600
Half Page	300x600
Mobile	300x50

Electronic Table of Contents (eTOC) Banner

Type	Dimensions
Skyscraper	160x600
Half Page	300x600

Visit the AJPM&R website to learn more about online advertising opportunities, prices, and deadlines for submissions.



CLICK OR SCAN
TO LEARN MORE

ADVERTISE ONLINE

Contact: Carlene Bartley
797-403-9962
carlene.bartley@wolterskluwer.com

PRINT ADVERTISING

Type	Dimensions	Price
Full Page	7"x10"	\$3,095
1/2 Page Horizontal	7"x5"	\$2,585

PURCHASE A PRINT AD

Contact: Clara Girard
215-521-8035
clara.girard@wolterskluwer.com

