

Print & Digital 2020 Media Kit



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

Your Home for Physiatry

Let's Chat!

Bernadette Rensing
10461 Mill Run Circle
Suite 730
Owings Mills, MD 21117
brending@physiatry.org
410.654.1000

Dear Advertiser,

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. If reaching this passionate audience and having prominent presence in a growing specialty is part of your strategy, then you have come to the right place.

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 opportunities to reach an engaged audience is at the AAP's Annual Meeting. In 2020, we're hosting the ISPRM World Congress in Orlando, Florida, March 4-9, 2020. With a newly interested international audience, we're headed to Anaheim, California for our 2021 Annual Meeting, February 9-13, 2021. 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.

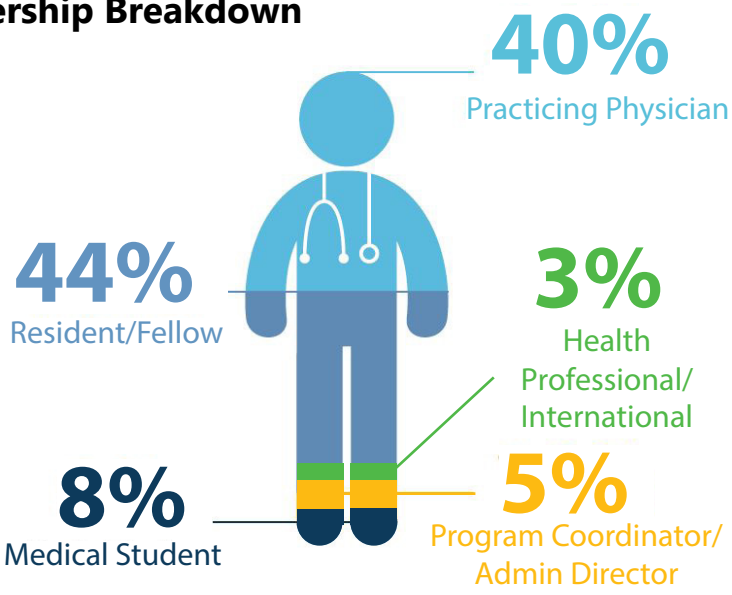
Sincerely,

Bernadette Rensing
External Affairs Director
Association of Academic Physiatrists (AAP)

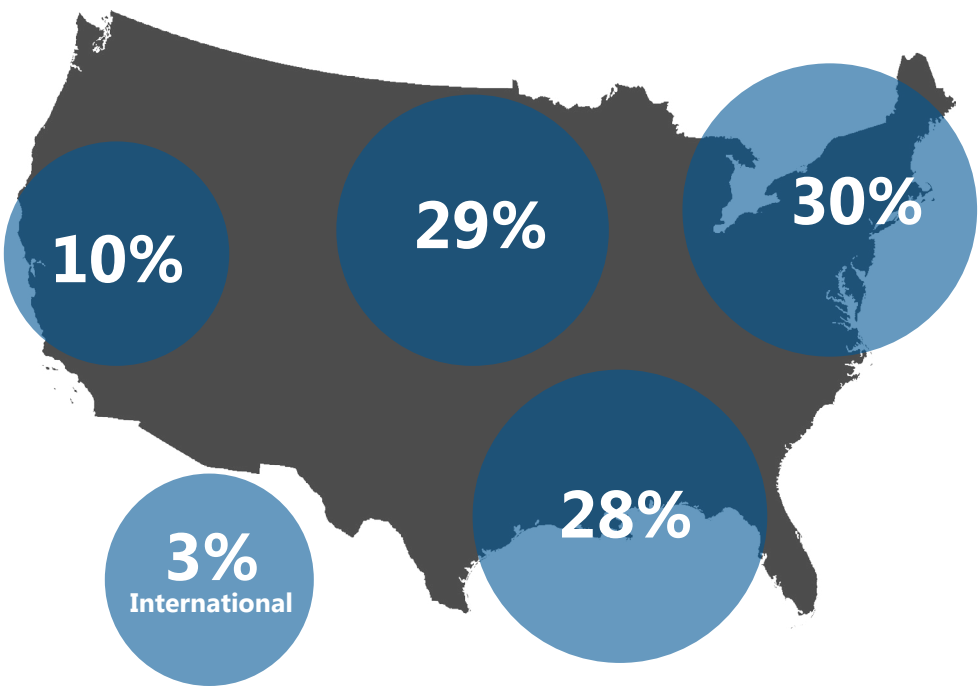
Who You Can Reach

The Association of Academic Physiatrists (AAP) is dedicated to advancing academic physiatry 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.

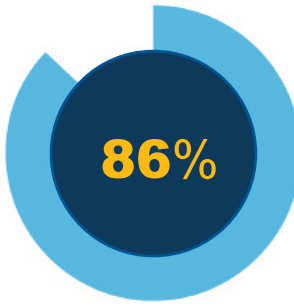
Membership Breakdown



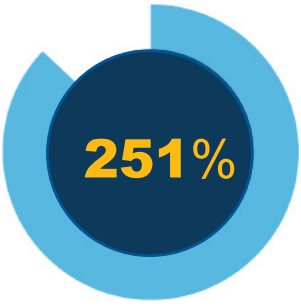
Where Are Our Members?



AAP Members



Members with Significant Buying Power



Increase in Annual Meeting Attendance Since 2008

AAP Annual Meeting

The AAP Annual Meeting is the premier academic conference for psychiatrists. Join us in Orlando, FL for ISPRM 2020 - the joint AAP Annual Meeting and ISPRM World Congress, March 4-9, 2020. We are expecting over 3,000 psychiatrists, 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 www.physiatry.org/ExhibitSponsor.

Program Advertisements

Publication	Type	Price
Preliminary Program	Full Page	\$2,500
Final Program	Sleeve	\$5,000/Exclusive
Final Program	Full Page	\$1,000

ADVERTISE WITH AAP

Contact: Bernadette Rensing
410-654-1000
brensing@physiatry.org

Deadline for Preliminary Program Artwork: August 15, 2019
Deadline for Final Program Artwork: December 20, 2019

On-Site Advertising Opportunities

Type	Price
Registration Bag Insert	\$2,000
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

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Contact: Bernadette Rensing
410-654-1000
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Exhibit & Sponsorship Opportunities

EXHIBIT - Securing exhibit booth space at the AAP Annual Meeting will put you in front of 3,000+ of today's and tomorrow's leading psychiatrists. 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.

EXHIBIT AT PHYSIATRY '19

Contact: Bernadette Rensing
410-654-1000
brensing@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)	\$750
Full Page (2x)	\$1,450
Full Page (3x)	\$2,150
Full Page (4x)	\$2,500

Priority Locations:
Front Inside Cover: Additional \$500

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

ADVERTISE WITH AAP

Contact: Jackie Dilworth
410-654-1000
jdilworth@physiatry.org

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)	\$500
Half Page (2x)	\$950
Half Page (3x)	\$1,400
Half Page (4x)	\$1,700

Priority Locations:
Front Inside Cover: Additional \$300
Back Cover: Additional \$500

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

ADVERTISE WITH AAP

Contact: Jackie Dilworth
410-654-1000
jdilworth@physiatry.org

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: \$300

Deadlines for Commitment/ Artwork

Winter Newsletter.....November 15
Spring Newsletter.....February 15
Summer Newsletter.....May 15
Fall Newsletter.....August 15

Additional Opportunities



e-Brief

The AAP's digital newsletter is emailed to over 1,900 AAP members every Tuesday. We also send a monthly newsletter to over 10,000 non-members. AAP members and supporters rely on these newsletters for AAP updates, latest news, job openings and more.

Type	Dimensions	Price
Leaderboard	728x90	\$250/issue
Box Ad	300x250	\$250/issue
Sponsored Content	N/A	\$500/issue

RESERVE YOUR SPACE

Contact: Bernadette Rensing
410-654-1000
brensing@physiatry.org

Job Board

Type	Member Price	Non-Member Price
30 Day Job Posting	\$149	\$349
60 Day Job Posting	\$229	\$529
Resume Purchase	\$15	\$35
5 Pack of 30 Day Job Posting	\$596	\$1,396
10 Pack of 30 Day Job Posting	\$1,120	\$2,620

POST A JOB

Visit
jobs.physiatry.org

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

Membership Mailing Rental

\$300 (Available as a one-time use rental)

Membership Mailing Rentals give you access to the mailing addresses of our 1,900+ members.

Contact Bernadette at brensing@physiatry.org for more information.

Virtual Campus Advertisement

The AAP's Virtual Campus is physiatrists' on-demand resource for comprehensive information and education, offering continuing medical education (CME), academic development and more!

Type	Dimensions	Price
Leaderboard	1200px X 125 px	\$500/Month

Visit campus.physiatry.org to view the AAP Virtual Campus.

Contact Bernadette at brensing@physiatry.org for more information.

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:
<http://advertising.lww.com/media-kits/american-journal-physical-medicine-rehabilitation.html>

ADVERTISE ONLINE

Contact: Michael Kokell
646-674-6453
michael.kokell@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

For More Information: <http://advertising.lww.com/media-kits/american-journal-physical-medicine-rehabilitation.html>

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 injections. 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 25 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!

