



## AAPM E-News

Advertising in the *AAPM E-News*, the Academy's official newsletter, offers exposure to over 2,200 physicians and other healthcare providers specializing in pain medicine. *AAPM E-News* is a highly valued benefit to Academy members as demonstrated by its engagement rates and consistently outperforms the association industry benchmarks for member newsletter open and click rates. This is members-only e-newsletter with timely Academy updates. Content includes updates on events, Academy and specialty news, news on policy and legislations to AAPM and more.

The *AAPM E-News* continues to be a popular benefit of members.

- Frequency: 24 times a year
- Reach: 2,200 physicians and other healthcare providers specializing in pain medicine
- 72% of the members rate the *E-News* as their 1<sup>st</sup> choice for specialty news and emerging trends
- Open rates averaging 35.3%, is higher than the industry average of 31%.
- Average click rate 24.2%, compared to the industry average 18%



## RATES

Frequency	1x	3x	6x
Horizontal banner ad per issue	\$2,000	\$1,850	\$1,700
<b>Dimensions: Desktop</b> 600 x 100px <b>Mobile Size:</b> 300 x 300px			

Advertiser must provide artwork in both sizes and hyperlink where ads should link. Tracking - requires that you provide the URL.

### Contact Information

Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

### Payment Information

Card Type \_\_\_\_\_ Amount \_\_\_\_\_  
 CC or Check # \_\_\_\_\_ Expiration Date \_\_\_\_\_ SC \_\_\_\_\_  
 Signature \_\_\_\_\_

### AAPM

8735 W Higgins Rd, Ste 300  
 Chicago, IL 60631

### Contact

Kathryn Checea, Director, Professional Relations  
[kchecea@painmed.org](mailto:kchecea@painmed.org) 847-375-4765

**Payment Information:** Credit card payments of \$5,000 or more will be assessed a 3% processing fee.

**Cancellation Policy:** Cancellation must be received in writing 7 days prior to the schedule date. All cancellations will be subject to a 20% administrative fee.

Rates effective May 2019



## AAPM E-News 2019 Schedule

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- Average click rates 24.2%, compared to the industry average 18%
- Advertisers are responsible for tracking their own metrics on their banner ads.

<u>Scheduled</u>	<u>Closing Date</u>
January 9	January 2
January 23	January 16
February 6	January 30
February 20	February 13
March 6	February 27
March 20	March 13
April 3	March 27
April 17	April 10
May 8	May 1
May 22	May 15
June 5	May 29
June 19	June 12
July 10	July 3
July 24	July 17
August 7	July 31
August 21	August 14
September 11	September 4
September 25	September 18
October 9	October 2
October 23	October 16
November 6	October 30
November 20	November 13
December 4	November 27
December 18	December 11