



AAPM E-News

Advertising in the *AAPM E-News*, the Academy's official newsletter, offers exposure to over 2,000 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 membership.

- Frequency: 24 times a year
- Reach: 2,000 physicians and other healthcare providers specializing in pain medicine
- 72% of the members rate the *E-News* as their 1st 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
Dimensions: Desktop 600 x 100px Mobile Size: 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 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 2020 Schedule

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- Advertisers are responsible for tracking their own metrics on their banner ads.

<u>Scheduled</u>	<u>Closing Date</u>
January 8	January 2
January 22	January 15
February 5	January 29
February 19	February 12
March 11	March 4
March 25	March 18
April 8	April 1
April 22	April 15
May 6	April 29
May 20	May 13
June 3	May 27
June 17	June 10
July 8	July 1
July 22	July 15
August 5	July 29
August 19	August 12
September 9	September 2
September 23	September 16
October 7	September 30
October 21	October 14
November 4	October 28
November 18	November 11
December 2	November 25
December 16	December 9