

AAHPM Year Round Advertising Opportunities



PC-FACS

- *PC-FACS* (Fast Article Critical Summaries for Clinicians in Palliative Care) is an electronic publication that provides you with concise summaries of the most important findings from more than 100 medical and scientific journals.
- Submitted to 5,500+ AAHPM Members on monthly basis
- **Options to Advertise**
 - Banner Advertisement within PC-FACS (One Issue) - \$1,000
 - Sponsored Article in PC-FACS (One issue)- \$2,500

AAHPM Quarterly

- AAHPM **Quarterly** is a quarterly publication that focuses on academy educational events, and technology and advancement in the field of hospice and palliative medicine. Reserve your space today to reach this key market. This goes out 4 times per year to 5,500+ AAHPM Members.
- Next Issues: September 13, 2023, December 13, 2023, March 2024, June 2024, September 2024, December 2024
- **Options to Advertise**
 - Inside Front or Back Cover: \$1,775
 - Full Page Ad: \$1,400
 - Half Page Ad: \$985
 - Quarter Page Ad: \$615

AAHPM Connect Digital Forum

Advertise within the AAHPM member Connect Forum. Your ad will appear on the right side of all Community pages in addition to either the right side or bottom of the Community site home page and would include the ad copy/logo and a link to your website. Exclusive opportunity with only one ad permitted to post at a time and will run for 14 days.

Fee: \$1,000 per 15 days / \$1,750 per 30 days

AAHPM Members Dedicated Email

- Send an email to the 5,500 AAHPM members. You create the content, we apply to our AAHPM template and deploy on your behalf. 10 days after the send, AAHPM will provide stats around the email to you.
- **Fee:** \$3,500 per email – limited opportunities available

Annual Assembly Advertising Options

- **Passport Program:** \$750 – Exhibit hall “bingo” style game played by attendees. Prize draw at end of Assembly which company is encouraged to provide prize for. *Must be an Annual Assembly Exhibitor to purchase.
- **Room Drop:** \$10 per room – Sponsor to supply materials for room drop. Minimum of 200 rooms required.
- **Mobile App Push Notification:** \$1,500 – Push notification sent to all assembly attendees with mobile app.
- **Mobile App Rotating Ad:** \$1,250 – Ad located in mobile app, location and size of ad TBD.
- **Product Feature E Blasts:** \$1,500 – Non-dedicated email sent to assembly attendees with sponsored content included.
- **Advertising Media Package:** \$3,750: Product Feature E Blast, Sponsored Tweet through AAHPM Handle + Choice of either Passport Program OR Mobile App Push Notification.
- **Assembly Homepage Digital Ad:** \$3,500 -Place a banner ad on a non-educational page of the Annual Assembly and receive more than 3,000 impressions a day. You can link to your company’s virtual listing or website to drive traffic and ROI. Size: 600pixels x 200pixels
- **Conference Center Digital Signage:** \$4,500 - 15 second rotating ad (no sound) placed on screens in high traffic areas of convention center. Sponsor to provide and design content.
- **Annual Assembly Eblast:** \$3,500 – Dedicated email sent on your behalf to all Annual Assembly attendees.

Quarterly Packages

Reach the AAHPM audience in a variety of ways over a 3 month period through a discounted package.

- **Option 1:**

- 1 Banner Ad in PCFACS, 1 Full Page Ad in AAHPM Quarterly, 30 Day Ad in AAHPM Digital Connect
 - Investment: \$4,000

- **Option 2:**

- 1 Banner Ad in PCFACS, 1 Full Page Ad in AAHPM Quarterly, 30 Day Ad in AAHPM Digital Connect, 1 Sponsored Email
 - Investment: \$7,000



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