American Association of Neuromuscular & Electrodiagnostic Medicine

Improving the Lives of Patients with Neuromuscular Disease
AANEM Spark

Description
AANEM's electronic newsletter.

Content Focus
The purpose of AANEM Spark is to provide relevant information to AANEM members (and sometimes non-members) to help them, as neuromuscular specialists, provide exceptional care to their patients. Content includes promotion of AANEM policies, products, programs, services, and activities. Nearly every issue features a research update related to neuromuscular or electrodiagnostic medicine.

Primary Audience
Every issue is sent to AANEM members with a valid subscribed email address. AANEM membership consists of over 4,000 North American physicians, over 300 international physicians, more than 200 technologists, and more than 300 other professionals with interests in neuromuscular and electrodiagnostic medicine. For member physicians who have progressed out of training, 33.9% are certified by ABPMR, 45.5% by ABPN, and 20.6% are other or unknown.

Frequency
AANEM Spark is scheduled for every other Wednesday throughout the year. Occasionally, delivery is adjusted to another day of the week. See the Editorial Calendar for specific regularly scheduled dates.

Bonus Distribution/Special Issues
There are times throughout the year when AANEM Spark is delivered to contacts in our non-member database in addition to our members. This is generally driven by the specific content or subject matter of a particular issue and there is no regular schedule for this distribution to occur. When this occurs, the number of deliveries increases by approximately 4,500 and the click and open rates decline slightly. There is no additional charge to advertisers for this bonus exposure and no additional notification when it may occur.

Statistics
On average, AANEM Spark experiences a 99.8% successful delivery rate; a 24.8% unique open rate; a 43.8% total open rate; a 3.7% unique click rate; and a 14.6% total click rate. A majority of these clicks occur on links to additional AANEM content. Clicks on outside ads depend largely on the nature of the ad design.

Specifications
- **Image Dimensions**: 325 pixels x 225 pixels
- **Format**: JPEG or PNG
- **Bleed**: None
- **Color**: RGB
- **Resolution**: 72 ppi
- **Maximum File Size**: 1MB
- **Code/Tags**: Provide click URL/click tag to link to your image. No 3rd party creative ad serving is available. A 1x1 image (IMG) impression tracking tag can be used (no iframe or JavaScript).
Deadlines
Space reservation deadline is 7 business days before each scheduled publication date. Artwork deadline is 3 business days before scheduled publication date. A $250 rush fee applies to any ad placement that fails to meet these deadlines.

Reporting
The following information is available upon request. The information will be provided in a format chosen by AANEM. Advertising agencies/advertisers are responsible for entering the data into their own forms/format and for entering their own internal IDs and tracking information. Reporting is available for the current calendar year. Historical or custom reporting may be available for an additional charge.

Delivered: Date the issue completed sending from the servers.
Recipients: Number of subscribers to which the issue was sent.
Successful Deliveries: The number of recipients that didn't hard or soft bounce.
Total Opens: Total number of times the issue was opened by recipients. This count includes multiple opens from individual recipients.
Opened: Number of recipients that opened the issue any number of times.
Open Rate: Percentage of successful deliveries that registered as an open. An open will not be registered if the recipient has not chosen to display images.
Total Clicks: Total number of times any tracked link in the issue was clicked by recipients. This count includes multiple clicks from individual recipients.
Clicked: Number of recipients that clicked any tracked link any number of times in the issue.
Click Rate: Percentage of successful deliveries that registered a click on any tracked link within the issue.
Clicks per Unique Opens: Percentage of recipients that registered an open who also clicked a link in the campaign.

Pre-publication Proofs and Proof of Performance
Ad images will be placed as received. No preliminary or pre-publication proof or test issue will be provided. Proof of Performance will be provided during the invoicing process through a link to the issue or by forwarding a copy of the issue by email.
AANEM EDGE

Description
AANEM’s print magazine.

Content Focus
The purpose of AANEM Edge is to provide relevant information to AANEM members to help them, as neuromuscular specialists, provide exceptional care to their patients. Content includes promotion of AANEM policies, products, programs, services, and activities. Each issue features research updates related to neuromuscular or electrodiagnostic medicine.

Primary Audience
Every issue is mailed to AANEM members with a valid address. AANEM membership consists of over 4,000 North American physicians, over 300 international physicians, more than 200 technologists, and more than 300 other professionals with interests in neuromuscular and electrodiagnostic medicine. For member physicians who have progressed out of training, 33.9% are certified by ABPMR, 45.5% by ABPN, and 20.6% are other or unknown. Non-members may access the content via an online PDF.

Frequency
Twice a year (winter and summer).

Specifications
Format: JPEG or PNG
Bleed:
- Full page ads = 1/8”
- Partial page ads = No bleed
Color: CMYK
Resolution: High Res (300 ppi)

Submission Deadlines
This publication requires a reservation prior to submitting your artwork.

February (Winter Issue)
- Reserve Date: December 15
- Artwork Deadline: December 31

August (Summer Issue)
- Reserve Date: June 15
- Artwork Deadline: June 30

Landscape 1/2 Page Ad
W: 7”
H: 5”

Landscape 1/3 Page Ad
W: 7”
H: 3 1/3”

Portrait 1/2 Page Ad
W: 3 1/2”
H: 10”

Portrait 1/4 Page Ad
W: 3 1/2”
H: 5”

Full Page Ad
W: 9”
H: 12”
Bleed: 1/8”
AANEM Website

Description
Website for AANEM.

Content Focus
The purpose of the AANEM website is to provide relevant information to help neuromuscular specialists provide exceptional care to their patients. Content includes AANEM policies, products, programs, services, activities, and member-specific information. Timely news updates are posted regularly to the News Express section on the website’s front page.

Primary Audience
Neuromuscular professionals as well as people interested in neuromuscular diseases (AANEM members, non-members, patients, and the general public).

Note: This is a public website.

Frequency
Content is posted regularly. There is no set schedule.

Statistics
The AANEM website’s approximate average monthly pageviews is 67,000 and monthly unique pageviews is 52,000 based on a recent 12-month period. The same monthly information for the “home page” is 3,800 pageviews and 3,000 unique pageviews. The approximate average monthly pageviews from June through October for the “meeting pages” is 15,800 with 11,800 unique pageviews. Information about other pages is available upon request.

Specifications
- **Image Dimensions**: 300 pixels x 250 pixels (336 x 280 for premium placements)
- **Format**: JPEG, PNG, or JavaScript Third-Party Code
- **Bleed**: None
- **Color**: RGB
- **Resolution**: 72 ppi
- **Maximum File Size**: 1MB
- **Code/Tags**: Third-party creative serving is available. Creative must be approved by AANEM prior to serving. All third-party tags and creative serving must be SSL compliant (https). Flash content is not accepted. Sound must be click-initiated. No more than 4 creatives in rotation at one time. Blocking tags are not accepted.

Deadlines
Artwork/code deadline is 5 business days before scheduled live date. A $250 rush fee applies to any ad placement that fails to meet these deadlines.

Reporting
AANEM will provide pageview and unique pageview information upon request. No other data is available through AANEM. Advertising agencies/advertisers are responsible for entering data into their own forms/format and for entering their own internal IDs and tracking information.

Pre-publication Proofs and Proof of Performance
Ad images will be placed as received. No preliminary or pre-publication proof will be provided. Advertisers can view advertisements directly on the website after the advertisements are live. Proof of Performance will be provided during the invoicing process as a screenshot.
AANEM Planning Guide

Description
Print publication that advertises AANEM’s annual meeting offerings (e.g., sessions and workshops being held, etc.) and helps kick off the annual meeting registration process.

Content Focus
The purpose of the AANEM Annual Meeting Planning Guide is to provide information to neuromuscular specialists and allied health professionals and to help them register for the annual meeting.

Primary Audience
• Mailed to AANEM members and past attendees.
• Access to the content is also available via an online PDF.

Frequency
Once a year. Published before registration opens for the AANEM Annual Meeting.

Specifications
Format: JPEG or PDF
Bleed:
• Full page ads = 1/8”
• Partial page ads = No bleed
Color: CMYK
Resolution: High Res (300 ppi)

Submission Guidelines
This publication requires a reservation prior to submitting your artwork.
• Reserve Date: April 1
• Artwork Deadline: May 20
AANEM Program

Description
Print publication distributed to all attendees of the AANEM
Annual Meeting.

Content Focus
The purpose of the AANEM Annual Meeting Program is to
provide the annual meeting’s schedule of events and other pertinent
“need to know” information related to the meeting.

Primary Audience
• Distributed to AANEM Annual Meeting attendees.
• Non-attendees access the content via an online PDF.

Frequency
Once a year.

Specifications
Format: JPEG or PDF
Bleed:
• Full page ads = 1/8”
• Partial page ads = No bleed
Color: CMYK
Resolution: High Res (300 ppi)

Submission Guidelines
This publication requires a reservation prior to submitting your
artwork.
• Reserve Date: August 1
• Artwork Deadline: August 10
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AANEM Rates

AANEM Spark
Size: W 325 pixels by H 225 pixels................................................................. $500 per issue

AANEM Website
Premium Placement Size: W 336 pixels by H 280 pixels........................................ $2,000 home page
Premium Placement Size: W 336 pixels by H 280 pixels........................................ $1,000 interior page
Bottom Placement Size: W 300 pixels by H 250 pixels......................................... $5,000 all pages of entire AANEM site
Bottom Placement Size: W 300 pixels by H 250 pixels......................................... $3,000 all pages of a designated section
Bottom Placement Size: W 300 pixels by H 250 pixels......................................... $1,000 home page
Bottom Placement Size: W 300 pixels by H 250 pixels......................................... $500 interior page

AANEM Edge
Full Page.................................................................................................................... $2,400 inside back cover
Full Page.................................................................................................................... $1,800 interior page
Landscape 1/2 Page.................................................................................................... $1,200 interior page
Portrait 1/2 Page........................................................................................................ $1,200 interior page
1/3 Page....................................................................................................................... $1,000 interior page
1/4 Page....................................................................................................................... $800 interior page

AANEM Planning Guide
Full Page....................................................................................................................... $2,800 back cover
Full Page....................................................................................................................... $2,400 inside front/back cover
Full Page....................................................................................................................... $1,800 interior page
Landscape 1/2 Page..................................................................................................... $1,200 interior page
Portrait 1/2 Page......................................................................................................... $1,200 interior page
1/3 Page....................................................................................................................... $1,000 interior page
1/4 Page....................................................................................................................... $800 interior page

AANEM Program
Full Page....................................................................................................................... $3,400 back cover
Full Page....................................................................................................................... $3,000 inside front/back cover
Full Page....................................................................................................................... $2,000 interior page
Landscape 1/2 Page..................................................................................................... $1,400 interior page
Portrait 1/2 Page......................................................................................................... $1,400 interior page
1/3 Page....................................................................................................................... $1,200 interior page
1/4 Page....................................................................................................................... $1,000 interior page

Contact

Book Ad Reservations:
Shelly Jones
Corporate Relations & Foundation Director
sjones@aanem.org

Artwork Submissions:
communications@aanem.org
To improve the quality of patient care and advance the science of neuromuscular (NM) diseases and electrodiagnostic (EDX) medicine by serving physicians and allied health professionals who care for those with muscle and nerve disorders.

MISSION

To be the premier organization ensuring quality NM & EDX care for all patients.

VISION

VALUES

Supporting the efforts to ensure high quality, cost effective, ethical care for patients

Advancing physicians’ and allied health professionals’ care of patients

Developing and promoting best practice standards

Defining and advocating for quality patient care

Encouraging a multi-disciplinary approach to patient care and developing ethical relationships with others who can advance the industry

PILLARS

The AANEM has built its strategic plan around the following pillars:

Quality Patient Care:
Develop and deploy resources, programs, and standards to help NM and EDX professionals deliver high quality patient care to all patients.

Membership Support and Operations:
Balance the association's long-term viability and growth in membership through strong financial leadership, corporate support, infrastructure efficiencies, and collaborations.

Foundation Support:
Support the AANEM Foundation in becoming a recognized leader in NM research.