



# ADVERTISING KIT



**American Association of Neuromuscular & Electrodagnostic 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 5,550 North American physicians, over 530 international physicians, more than 250 technologists, and more than 80 other professionals with interests in neuromuscular and electrodiagnostic medicine. For members who have indicated a primary specialty or area of interest, 56% selected neurology and 33% selected physiatry.

## 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 4,000 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 99.5% successful delivery rate; a 26.4% unique open rate; a 56.2% total open rate; a 4.5% unique click rate; and a 9.9% total click rate. Clicks on outside ads depend largely on the effectiveness of the ad design.



### In this issue...

[Two New Articles from NSEB](#)

[CME/CEU Deadline Extended](#)

[Register for Spring Virtual Conference](#)

[Shop with Amazon Smile](#)

[AANEM Attends HOD Meeting](#)

[Register for UltraEMG 2022](#)

[Test Your Policy Knowledge](#)

[Save on Membership Dues](#)

[Enroll Your Trainees in TPP](#)

[Donate to NM Research](#)

[Key Dates for 2022 Fellowship Match](#)

[Register Now to Save on SAEs](#)

[Join the Copysation](#)

[Discussion Forum](#)

[AANEM Career Center](#)

### News Science Editorial Board

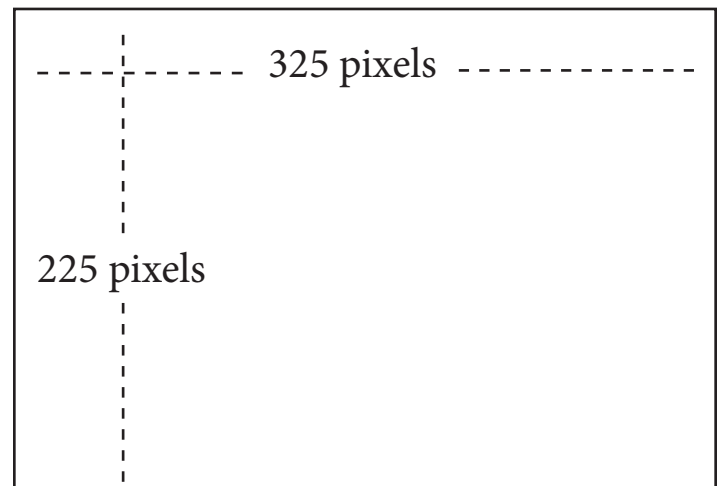
#### Clinical Features and Treatment Response in Immune-Mediated Small Fiber Neuropathy With Trisulfated Heparin Disaccharide or Fibroblast Growth Factor Receptor 3 Antibodies



The objective of this article was to describe clinical features and treatment responses in cryptogenic small fiber neuropathy (SFN) cases harboring novel antibodies to trisulfated heparin disaccharide (TS-HDS) and fibroblast growth factor receptor 3 (FGFR-3).

Read the [full article summary](#) on AANEM News Express.

[Read More](#)



## 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.

# AANEM Spark Continued...

## 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 sent to AANEM members with a valid subscribed email address. AANEM membership consists of over 5,550 North American physicians, over 530 international physicians, more than 250 technologists, and more than 80 other professionals with interests in neuromuscular and electrodiagnostic medicine. For members who have indicated a primary specialty or area of interest, 56% selected neurology and 33% selected physiatry. Non-members may access the content via an online PDF.

## Frequency

Twice a year (winter and summer).

## Ad Specifications

**Format:** PDF

**Bleed:**

- Full page ads = .125"
- Partial page ads = No bleed

**Color:** CMYK

**Resolution:** High Res (300 ppi)

**Not Accepted:** Interactive or fold-out advertisements

## Logo Specification

**Format:** Vectorized EPS file

## 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"  
No bleed

Landscape 1/3 Page  
Ad  
W: 7"  
H: 3.25"  
No bleed

Portrait 1/2 Page Ad  
W: 3.5"  
H: 10"  
No bleed

Portrait 1/4 Page Ad  
W: 3.5"  
H: 5"  
No bleed

Full Page Ad  
W: 9"  
H: 12"  
**Bleed: 0.125"**  
Safe Area  
W: 8.75"  
H: 11.75"

# 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's website's approximate average monthly pageviews is 113,000 and monthly unique pageviews is 12,000 based on a recent 6-month period. The same monthly information for the "home page" is 7,700 pageviews and 2,800 unique pageviews. The approximate average monthly pageviews from June through October for the "meeting pages" is 10,500 with 3,300 unique pageviews. Information about other pages is available upon request.

## Deadlines

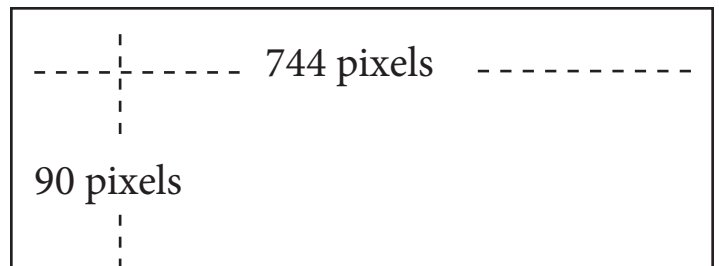
Artwork/code deadline is 5 business days before scheduled live date. A \$250 rush fee applies to any ad placement that fails to meet these deadlines.

## Reporting

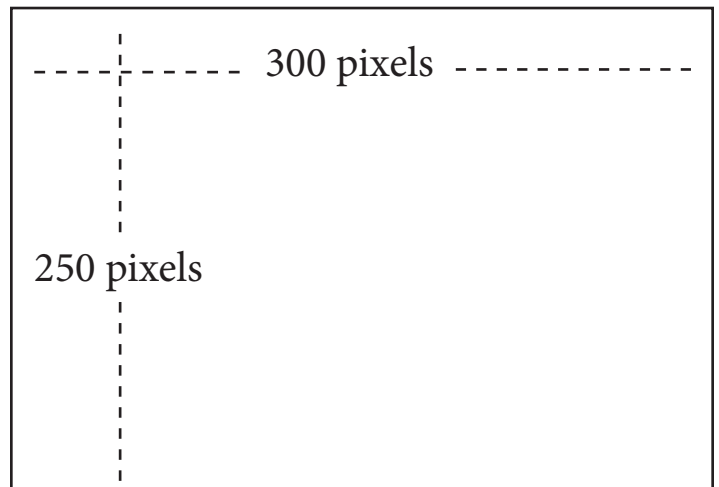
AANEM will provide pageview and unique pageview information upon request. No other data is available through AANEM. Advertising agencies/advertisers are responsible for entering data into their own forms/format and for entering their own internal IDs and tracking information.

## 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.



Premium Home Page Placement



Bottom Placement

## Specifications

- **Premium Home Page Placement Size:** 744 pixels x 90 pixels
- **Bottom Placement Size:** 300 pixels x 250 pixels

**Format:** JPEG, PNG, or JavaScript Third-Party Code\*

**Bleed:** None

**Color:** RGB

**Resolution:** 72 ppi

**Maximum File Size:** 1MB

**\*JavaScript Third-Party Code:** All ad resources (graphics, styling, etc.) must be hosted on your (or your ad agency's) servers and a single JavaScript file should be delivered to AANEM - for instance, a single Google Tag Manager Script delivered to AANEM that loads all of your ad's resources from a remote server. Creative must be approved by AANEM prior to serving. All third-party tags and creative serving must be SSL compliant (https). Sound must be click-initiated. No more than 4 creatives in rotation at one time. Flash content and blocking tags are not acceptable.

# 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.

## Ad Specifications

**Format:** PDF

**Bleed:**

- Full page ads = .125"
- Partial page ads = No bleed

**Color:** CMYK

**Resolution:** High Res (300 ppi)

**Not Accepted:** Interactive or fold-out advertisements

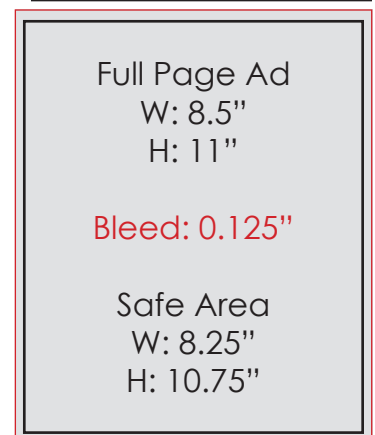
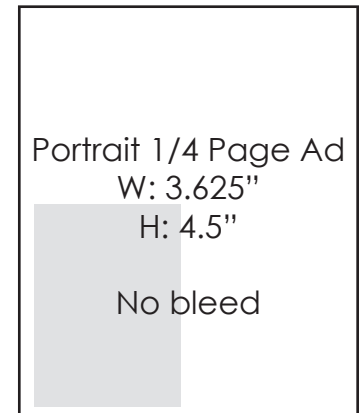
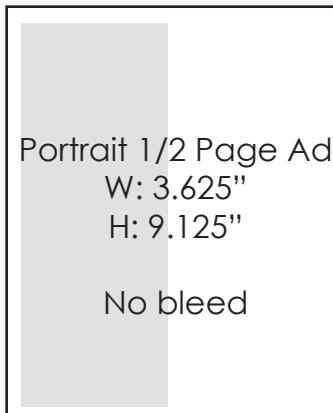
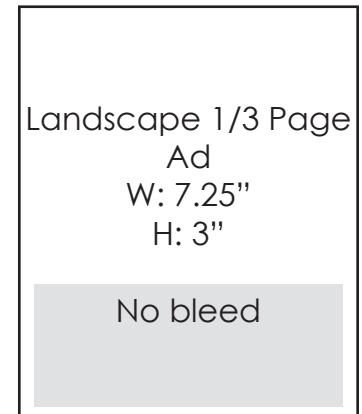
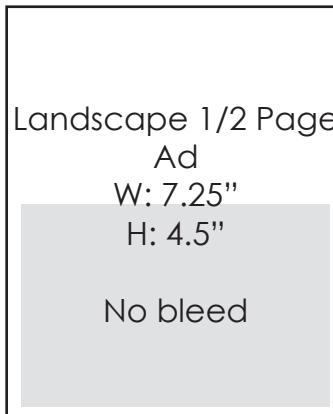
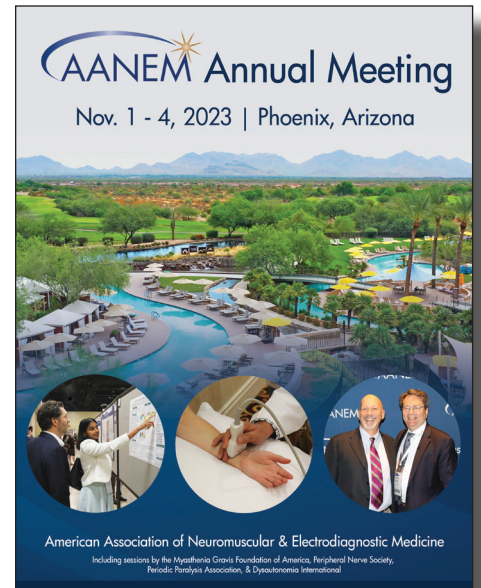
## Logo Specification

**Format:** Vectorized EPS file

## Submission Guidelines

This publication requires a reservation prior to submitting your artwork.

- Reserve Date: April 4
- Artwork Deadline: April 25



# 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.

## Ad Specifications

**Format:** PDF

**Bleed:**

- Full page ads = .125"
- Partial page ads = No bleed

**Color:** CMYK

**Resolution:** High Res (300 ppi)

**Not Accepted:** Interactive or fold-out advertisements

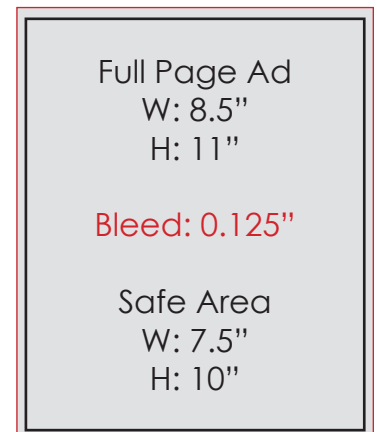
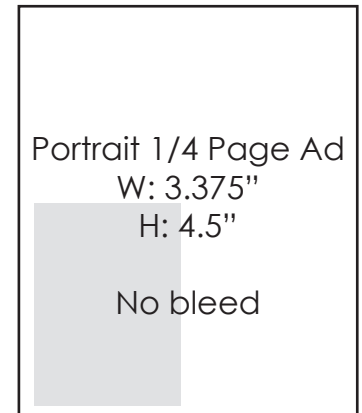
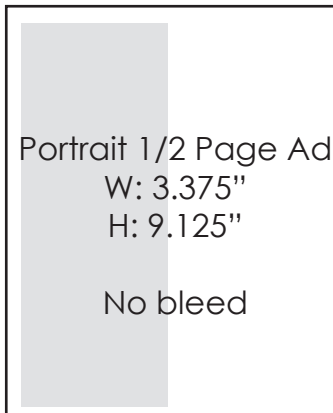
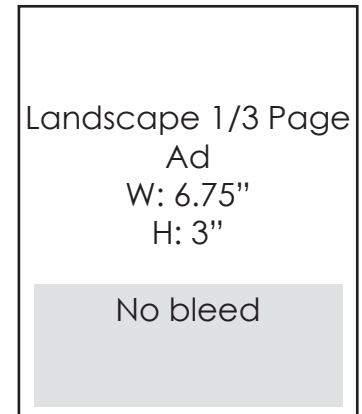
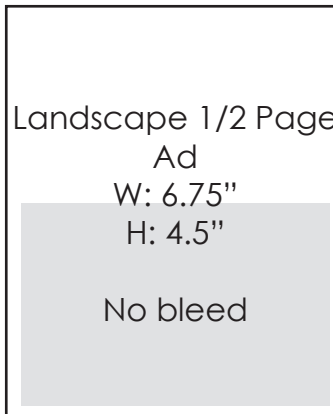
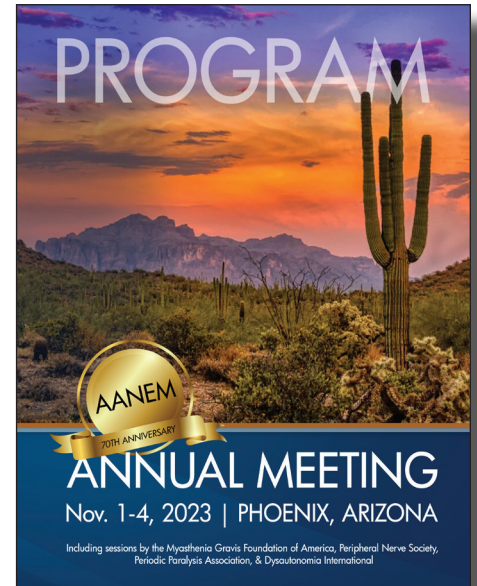
## Logo Specification

**Format:** Vectorized EPS file

## Submission Guidelines

This publication requires a reservation prior to submitting your artwork.

- Reserve Date: July 10
- Artwork Deadline: July 19



# AANEM Editorial Calendar

Reserve Date	Ads Due to AANEM	Distribution Date	Publication
December 15, 2023	December 31, 2023	February 1, 2024	Winter AANEM Edge
January 2, 2024	January 7, 2024	January 10, 2024	AANEM Spark
January 17, 2024	January 21, 2024	January 24, 2024	AANEM Spark
January 31, 2024	February 4, 2024	February 7, 2024	AANEM Spark
February 14, 2024	February 18, 2024	February 21, 2024	AANEM Spark
February 28, 2024	March 3, 2024	March 6, 2024	AANEM Spark
March 13, 2024	March 17, 2024	March 20, 2024	AANEM Spark
March 27, 2024	March 31, 2024	April 3, 2024	AANEM Spark
April 4, 2024	April 25, 2024	May 16, 2024	Planning Guide
April 10, 2024	April 14, 2024	April 17, 2024	AANEM Spark
April 24, 2024	April 28, 2024	May 1, 2024	AANEM Spark
May 8, 2024	May 12, 2024	May 15, 2024	AANEM Spark
May 22, 2024	May 26, 2024	May 29, 2024	AANEM Spark
June 5, 2024	June 9, 2024	June 12, 2024	AANEM Spark
June 15, 2024	June 30, 2024	August 1, 2024	Summer AANEM Edge
June 19, 2024	June 23, 2024	June 26, 2024	AANEM Spark
July 3, 2024	July 7, 2024	July 10, 2024	AANEM Spark
July 17, 2024	July 21, 2024	July 24, 2024	AANEM Spark
July 10, 2024	July 19, 2024	October 15, 2024	AANEM Program
July 31, 2024	August 4, 2024	August 7, 2024	AANEM Spark



# AANEM Editorial Calendar Continued...

Reserve Date	Ads Due to AANEM	Distribution Date	Publication
August 14, 2024	August 18, 2024	August 21, 2024	AANEM Spark
August 28, 2024	September 1, 2024	September 4, 2024	AANEM Spark
September 11, 2024	September 15, 2024	September 18, 2024	AANEM Spark
September 25, 2024	September 29, 2024	October 2, 2024	AANEM Spark
October 9, 2024	October 13, 2024	October 16, 2024	AANEM Spark
October 23, 2024	October 27, 2024	October 30, 2024	AANEM Spark
November 6, 2024	November 10, 2024	November 13, 2024	AANEM Spark
November 20, 2024	November 24, 2024	November 27, 2024	AANEM Spark
December 4, 2024	December 8, 2024	December 11, 2024	AANEM Spark
December 15, 2024	December 31, 2024	February 1, 2025	Winter AANEM Edge
December 18, 2024	December 22, 2024	December 25, 2024	AANEM Spark

# AANEM Rates

## AANEM Spark

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

## AANEM Website (Per Month)

Premium Home Page Placement Size: W 744 pixels by H 90 pixels.....\$2,000 home page

Bottom Placement Size: W 300 pixels by H 250 pixels.....\$5,000 majority of AANEM site

## AANEM Edge (Per Issue)

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:**

**Danielle Sidenstricker**

Corporate Manager

[dsidenstricker@aanem.org](mailto:dsidenstricker@aanem.org)

**Artwork Submissions:**

[communications@aanem.org](mailto:communications@aanem.org)



American Association of Neuromuscular & Electrodiagnostic Medicine



## MISSION

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.



## VISION

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

## VALUES



## 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.

