

Annual Conference – Online Program Advertising

OVERVIEW

The **ACRM Annual Conference Online Program** is the hub of the entire **IN-PERSON** program — where the educational content and event activities are searchable by keyword, session type, topic/focus area, presenter name and more filters.

The entire **Online Program** — the home page and the sub-pages — are open and **FREE to the world**, while the actual presentation content is available only for paid attendees. To search for presentations, exhibitors, speakers, community meetings, special events and more you must access the Online Program.

BENEFITS

- Advertising in the ACRM Annual Conference Online Program:
 - solidifies your place in the field of PM&R and among key opinion leaders and experts in the field of rehabilitation research and the translation to clinical practice.
 - allows you to reach the global rehabilitation community while they are actively looking for relevant information.
- **LONGEVITY** The **Online Program** receives meaningful traffic leading up to, during, and after the conference is over through the remainder of the year.
 - Attendees are encouraged to engage with the content and continue to earn CME/CEUs.

HOW THIS WORKS

- Ads are sold for the duration of the event.
- The sooner you purchase and place your ad, the more impressions and click-throughs.

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- The best traffic is the **WEEK of the Conference** and the four weeks leading up to the event.
- For maximum views & exposure, purchase your ad spot early.
 - We recommend before the beginning of summer.
 - Sooner is even better for your campaign.
- Slider positions automatically rotate after 5-8 seconds

MARKETING

ADVERTISING OPPORTUNITIES

- On the home page of the Online Program (eventScribe)
 - Leaderboard top center slider (1200p x 200p)
 - Skyscraper right banner slider (320p x 1200p)
 - Square center (right) (473p x 420p)
- LEFT sidebar on EVERY page of the Online Program (eventScribe)
 - **Left sidebar Square** top (300p x 300p) On the home page, and every page, of the Online Program (eventScribe)
 - **Left sidebar Square** second (300p x 300p) On the home page, and every page, of the Online Program (eventScribe). Not rotating.

INVESTMENT OPPORTUNITIES FOR 2024

*all prices are subject to change without notice

On the home page of the Online Program (eventScribe)

Leaderboard — top center slider (rotation):

- First position: \$6,499
- Second position: \$5,499
- o Third position: \$4,499

Skyscraper — right banner slider:

- o First position: \$6,499
- Second position: \$5,499
- Third position: \$4,499

Square — center (right, if available): \$5,499

 LEFT sidebar — on EVERY page of the Online Program (eventScribe)

Left sidebar Square slider — top

- First position: \$6,499
- Second position: \$5,499
- Third position: \$4,499

Left sidebar Square — second: \$5,499

Ask about 3-slider bundle SPECIAL OFFER

 Make a huge splash — Own the entry page to the ACRM Annual Conference and purchase all 3 home page sliders

NOTE

*All artwork should be 200 ppi.

- *All submitted advertising content is subject to ACRM approval*
- **ACRM will place an 'advertisement' disclaimer on all ads**

TURBO BOOST YOUR PRODUCT OR SERVICE

Extra amplification? Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

CONTACT OPTIONS

- Email <u>ThreeSixtyFive@ACRM.org</u> or complete this inquiry form: <u>www.ACRM.org/salesform</u>
- Call +<u>1.703.435.5335</u>

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world. EASY INQUIRY FORM: ACRM.org/SalesForm | **ThreeSixtyFive@ACRM.org** | **ACRM.org/365**



reaching millions in rehab

sponsorships | **exhibiting** | **advertising** ACRM INSTITUTIONAL SUPPORT PROGRAM **Online Program Advertising Example:**

