Annual Conference – Online Program Advertising

23JAN2024

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.

ACRM.org/OPAdv

- 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: $5,999**
  - **Second position: $4,999**
  - **Third position: $3,999**

  Skyscraper — right banner **slider**:
  - **First position: $5,999**
  - **Second position: $4,999**
  - **Third position: $3,999**

  Square — center (right, if available): **$4,999**
- LEFT sidebar — **on EVERY page** of the Online Program (eventScribe)
  Left sidebar Square slider — top
  - **First position: $5,999**
  - **Second position: $4,999**
  - **Third position: $3,999**

  Left sidebar Square — second: **$4,999**

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

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**

ACRM AMERICAN CONGRESS OF REHABILITATION MEDICINE

365 SALES TEAM

reaching millions in rehab

sponsorships | exhibiting | advertising

ACRM INSTITUTIONAL SUPPORT PROGRAM

Online Program Advertising Example: